

PRIVACY POLICY

1. LEGAL INFORMATION

This privacy policy was last updated on 13/09/2021.

- 1.1** The privacy of your personal information is of the utmost importance to us. This privacy policy (the "**Privacy Policy**") covers and is designed to help you understand how we process information that we collect about you when you interact with us or that you provide to us through our website(s).
- 1.2** Pirelli Tyres Australia Pty Ltd, with registered offices at Building B, City West Business Park, 33-35 Saunders Street, Pyrmont NSW 2009, Australia (hereinafter referred to as "**Pirelli**", "**we**", "**us**" or "**our**", as appropriate) will act as "**APP entity**" of your personal information for the uses detailed in Section 4.

2. COLLECTION OF INFORMATION

- 2.1** We collect personal information complying with the Australian Privacy Principles (also referred to as "**APP**") set out in the Privacy Act which include information that can be used to identify you, including - but not limited to - your first and last name, date of birth, street address, ZIP/postal code, city, country, state, phone number, email and any other form of identification (hereinafter as "**Personal Information**").
- 2.2** When you browse our website(s), 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 comprehensively 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 [Cookie Policy](#). You expressly consent to the collection of "*Cookies*" as set out in this document.
- 2.3** At any time you can withdraw your consent to collection of Cookies by simply clicking on the "*Manage your preferences*" button and then adjust the available sliders to "*On*" or "*Off*", or by setting your browser to refuse the installation of Cookies by default or delete all installed Cookies from your computer or mobile device.

3. USE OF PERSONAL INFORMATION

- 3.1** We may collect and use your Personal Information for the following purposes set out below to the extent permitted by law:
- (i) to allow your registration to our website(s);
 - (ii) to respond to your requests of assistance;
 - (iii) to provide you with the information which you have requested, by way of example about new products and/or services offered by Pirelli;
 - (iv) to allow you to take part in certain activities, events, initiatives or contests.

- 3.2** The processing of your Personal Information for purposes of this Section 3 is necessary to fulfil your request and therefore it does not require your prior express consent, such consent being implied upon you seeking to perform any of the activities set out in this document including those set out at 3.1 (i) - 3.1 (iv). The provision of your Personal Information is voluntary but necessary for purposes of the Section above; You expressly consent to the transfer of your Personal Information to any location within the European Union, where Pirelli Group is established, provided it takes place for any of the reasons set out in this document and to the extent permitted by law including Australian Privacy Principle 8 — *Cross-border disclosure of personal information* and/or *General Data Protection Regulation* (Regulation (EU) 2016/679) – “GDPR”). In the event you do not provide us your Personal Information, it will be impossible for us to carry out such activities.
- 3.3** Pirelli may also use your Personal Information for marketing purposes, subject to your prior and optional consent to receive marketing communications. Transfer of your Personal Information to the European Union, where Pirelli Group is established, must also take place based on your prior and optional consent.
- 3.4** You expressly consent to marketing communications and transfers of your Personal Information to to any location within the European Union, where Pirelli Group is established, and Pirelli will be entitled to use your Personal Information to send you any promotional emails (including newsletters) and other commercial electronic communications. You can always limit the communications that Pirelli sends to you. To opt-out from receiving future commercial emails, simply click the link labelled “unsubscribe” at the bottom of any email Pirelli sends you or by following the indications of Section 5.

4. SHARING OF PERSONAL INFORMATION

- 4.1** We may share your Personal Information when authorized by law or as follows:
- (a) Pirelli Group companies. Your Personal Information may be shared with Pirelli & C. S.p.A. and/or any of its subsidiaries incorporated in Europe.
 - (b) Third Parties (Service Providers, Suppliers). Should your Personal Information be provided for purposes of taking part in activities, events, initiatives or contests, your Personal Information may also be processed by service providers and/or insurance companies entrusted by Pirelli. These third parties are subject to confidentiality agreements with us and other legal restrictions that prohibit their use of the information we provide them for any purpose other than to perform the specific related operation, unless you have explicitly agreed or given your prior permission to them for additional uses. They will act, unless otherwise specified, as Personal Information Processors.
 - (c) As permitted or required by law. In certain cases, we may be required to provide Personal Information 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 Information 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 Information 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 Information as we are similarly 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 Information in any manner whatsoever and to completely erase the same.

- 4.2** We will not sell, trade, or otherwise disclose your personal information to third parties other than as set out above, or if required by law.

5. YOUR PRIVACY RIGHTS

- 5.1** You have several privacy rights in accordance with the data protection laws applicable to you. You have the right to access to your data processed by us, correct it, delete it, limit/restrict the processing of your data that can be performed by us, and you have the right to your Personal Information portability and the right to be notified about any possible data breaches of the safety of your Personal Information that may put at risk your rights to confidentiality and personal information protection, as well as the right to object to the processing of your Personal Information (opt-out). In order to exercise your rights you can contact us at AU.privacy@pirelli.com. You can also use your personal area on the website to carry out directly the operations allowed there. You can also lodge a complaint with the authority competent in your country, in accordance with applicable data protection laws. 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.

6. HOW TO MAKE A COMPLAINT ABOUT A BREACH OF YOUR PRIVACY RIGHTS

- 6.1** If you are of the view we have breached the APPs, the Privacy Act, or any related privacy code in dealing with your personal information, you may make a complaint by writing to us using the contact details set out below and we will endeavour to provide you with confirmation as to how we propose to deal with the complaint as soon as reasonably practicable. If you are not satisfied with our response to your complaint, you may make a complaint to the *Office of the Australian Information Commissioner* by visiting this website: <http://www.oaic.gov.au/privacy/privacy-complaints>.

7. RETENTION OF PERSONAL INFORMATION

- 7.1** We will retain your Personal Information for: (i) as long as your account is active (if applicable); (ii) for a period of 365 calendar days from the following business day of your last communication with Pirelli where you have requested information and/or assistance only; (iii) for the period mandatorily requested by applicable laws with respect to Personal Information collected for purposes of specific activities, events, initiatives or contests; (iv) for marketing purposes, for a period of 730 calendar days from the following business day of your last communication with Pirelli, unless otherwise requested by you. We will also retain your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our rights (*i.e.*: defensive purposes). We will delete your Personal Information upon your request, if permitted, in accordance with the data protection laws applicable to you.

8. PRIVACY POLICIES OF THIRD PARTIES

- 8.1** 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 application and encourage you to read all applicable terms, conditions and privacy policies provided by all third parties prior to providing them with your information.

9. SECURITY OF PERSONAL INFORMATION

- 9.1** We have security protocols in place to protect your Personal Information 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.
- 9.2** It is your responsibility to protect the security of your login information, and we recommend that you use a unique password for our website(s) that is different from the password you may use on any other site.

10. CHANGE OF PRIVACY POLICY

- 10.1** 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.

11. HOW TO CONTACT US

- 11.1** If you have any questions regarding our Privacy Policy, or believe we have not complied with our obligations under the Privacy Act in relation to your personal information and wish to make a complaint, please contact:

- By email: AU.privacy@pirelli.com
- By telephone: +61 2 9988 6000
- In writing: Pirelli Tyres Australia Pty Ltd, Building B, City West Business Park, 33-35 Saunders Street, Pyrmont NSW 2009, Australia