




CAMPARI GROUP

PRIVACY POLICY

This privacy policy explains how we process your personal data when you register and/or participate in an event or a prize-winning event or visit an exhibition organised by Davide Campari-Milano N.V.

	DATA CONTROLLER	The data controller of your personal data is Davide Campari-Milano N.V. (“ Data Controller ”) with registered office in: Amsterdam, The Netherlands - Trade Register No. 78502934 and secondary and operative office in: Via F. Sacchetti, 20 - 20099 Sesto San Giovanni (MI) - Italy.
	DATA PROTECTION OFFICER (DPO)	The data protection officer (“ DPO ”) can be contacted at the following e-mail address: gdpd.office@campari.com
	CATEGORIES OF PERSONAL DATA	<ul style="list-style-type: none"> • Anagraphic data and contact data, including name, e-mail address, phone number. • In case of purchases and payments, the data required for the payment and, if necessary, the shipping and billing address data. • In case of an online registration, the email address and password and, if required, other personal information, including gender, city of residence, date of birth.

 PURPOSES OF THE PROCESSING	 LEGAL BASIS	 DATA RETENTION PERIOD
Management of your registration and/or participation in the event, prize-winning event or exhibition (including, if applicable, for example, in the case of payments, the necessary administrative, accounting and tax fulfilments).	Performance of a contract to which you are a party or performance of pre-contractual measures adopted at your request. The need to fulfil a legal obligation to which the Data Controller is subject.	No longer than 10 years after participation in the initiative or the registration of the accounting documentation. For prize-winning events, up to one year after the assignment of the award or until the winners can exercise their rights in judicial proceedings, if subsequent.
Opening and management of an online account, in the case of data collection via an online registration form	Performance of a contract to which you are a party or performance of pre-contractual measures adopted at your request.	Until you delete your account
Answering to your information requests	Performance of a contract to which you are a party or performance of pre-contractual measures adopted at your request.	Only as long as it is necessary to process your request.
Sending communications concerning events, prize-winning events, exhibitions, similar to those in which you have registered or participated.	Legitimate interest of the Data Controller in the promotion of its own products or services where similar to those in which you have expressed an interest.	For [3] years from the last event, award contest, exhibition in which you participated or until you object to the processing, if earlier. You may object to processing for this purpose at any time.
Sending business communications, advertising or direct sales communications or for carrying out market research, via automated (such as SMS and e-mail) and/or non-automated means (such as by phone with an operator and paper mail) of contact.	Consent (optional and withdrawable at any time)	For [2] years after collection of consent or until withdrawal of consent, if earlier. You can object to the processing for direct marketing purposes at any time.
Sending business communications, advertising or direct sales communications based on your preferences or interests (profiling) , via automated (such as SMS and e-mail) and/or non-automated (such as telephone with operator and paper mail) means of contact.	Consent (optional and withdrawable at any time)	For [1] year after collection of consent or until withdrawal of consent, if earlier. You may object to the processing for this purpose at any time.
Sending communications to evaluate your satisfaction with our events, prize-winning events or exhibitions.	Legitimate interest in evaluating the level of	Until 1 year from the participation to the initiative.

	satisfaction of who took part in the Data Controller's initiatives.	
Exercise or defend a right in judicial or extra-judicial proceedings.	Legitimate interest of the Data Controller in the establishment, exercise or defence of its rights.	The time required to establish, exercise or defend a right.
Once the above retention periods have expired, personal data will be deleted or anonymised.		

	NATURE OF PROVISION OF DATA	The personal data you provide is collected by us on a voluntary basis but it is necessary to allow you to participate in our events. If you do not provide the data, we may not be able to allow you to register and/or participate to our events, winning prize events or exhibitions
	CATEGORIES OF DATA RECIPIENTS	<p>The data may be disclosed to external subjects in their capacity as data controllers, such as banking and credit institutions, insurance companies, self-employed professionals (law firms, notaries and accountants), authorities and supervisory and control bodies and, in general, public or private entities entitled to request personal data.</p> <p>Data may be processed on behalf of the Data Controller by external parties (persons, companies, associations or firms) appointed as data processors, who are provided with appropriate operating instructions. These parties fall into the following categories:</p> <ol style="list-style-type: none"> companies that offer maintenance services for websites and computer systems; companies that carry out market research services; companies that provide management and maintenance services for the Data Controller's database; companies that offer e-mail management services; companies that provide management services for the marketing automation platform; companies that provide organizational and/or technical support to the organization of the event, prize winning events or to the exhibition (for example, services for ticket sales and reception services for events); companies assigned to conduct the prize-winning events.
	PERSONAL DATA TRANSFERS	Your personal data will be processed within the European Union
	DATA SUBJECTS RIGHTS	<p>You can exercise the rights recognized to you by the relevant legislation including the right to obtain access, rectification and update or erasure of your personal data, as well as to request restriction of processing, portability and to object to the processing, specifically on legitimate grounds. For processing based on consent, you have the right to withdraw your consent at any time.</p> <p>You can exercise certain rights on the personal data collected contacting the Data Controller at the following email address: gdp.office@campari.com.</p>
	RIGHT TO LODGE A COMPLAINT WITH THE SUPERVISORY AUTHORITY	Furthermore, you have the right to lodge a complaint before the competent data protection Authority.

Last update: May 2023