

PRIVACY NOTICE

Sales Activities

This Privacy Notice ("**Privacy Notice**") describes Ferrari S.p.A.'s ("**Ferrari**") practices in connection with the collection and use of your personal data when you engage with an authorized Ferrari dealership ("**Authorized Dealer**") during your purchase of a Ferrari product or service. This Privacy Notice is drafted in compliance with the legislation on the protection of individuals with regard to the processing of personal data under EU Regulation 2016/679 (hereinafter referred to as "**GDPR**") as well as in compliance with the California Consumer Privacy Act of 2018 ("**CCPA**").

This Privacy Notice will explain:

- The personal data we collect in connection with your purchase or service.
- The purpose for the processing of your personal data.
- With whom we share your personal data.
- Your rights with respect to your personal data.
- How to contact us with any questions or concerns.

1. APPLICABILITY OF PRIVACY NOTICE

This Privacy Notice does not apply to Authorized Dealer's own privacy practices. Please refer directly to the particular Authorized Dealer's privacy policy for more information.

To learn more about Ferrari's information collection practices generally, please see the Ferrari S.p.A. Privacy Policy available at www.ferrari.com and the Ferrari Store Privacy Policy available at www.store.ferrari.com.

2. THE PERSONAL INFORMATION WE COLLECT AND USE

Ferrari will collect certain personal data when you purchase a Ferrari product or service at an Authorized Dealer. Personal information is any information that identifies you or relates to you as an identifiable individual.

Ferrari, as data controller, may process personal data in hardcopy, by automated or electronic means (including via mail and e-mail), phone (automated phone calls, SMS, MMS), fax, and any other means. The provision of personal data by you is option. However, any refusal to provide the personal data necessary for the below services will result in Ferrari being unable to perform the requested services. The refusal to provide personal data for marketing or profiling purposes will in no way prevent Ferrari from providing services.

Ferrari will collect personal data about you from the Authorized Dealer to:

Comply with requirements related to warranties and product safety. Ferrari will collect and use your personal identifiers (name, address, telephone number, and company contact information, if applicable, and Vehicle Identification Number) to comply with contractual obligations and legal requirements related to warranties, product safety (e.g. recall campaigns). The legal basis for this processing is compliance with legal obligations.

Comply with other legal requirements. Ferrari may need to use the personal data identified in this section to comply with applicable law, including eCall 112 (where applicable), tax, accounting, and fiscal requirements, and to respond to legal processes, such as subpoenas, to pursue legal rights, defend

litigation, or comply with requests from law enforcement or regulatory authorities. The legal basis for this processing is compliance with legal obligations.

Engage in marketing. If you opt in, Ferrari will collect and use your personal identifiers (name, date of birth, address, telephone number, and email address), your commercial information (products or services purchased), and inferences drawn (your preferences) to send you information on Ferrari products and services that we feel may be of interest of you and engage in market research. With your consent, we will also share this personal data with Ferrari affiliates and subsidiaries ("**Ferrari Group Companies**") so that Ferrari Group Companies can send you commercial or marketing communications on products or services that may be of interest to you. You can opt-out of receiving these marketing communications by clicking the unsubscribe link provided within each email. This link will redirect you to Ferrari's consent management page where you can opt-out of receiving marketing communications. The legal basis for this is your consent.

Improve our products and services via profiling. Ferrari collects and use your personal identifiers (name, date of birth, address, telephone number, and email address) and inferences drawn to create a profile about you reflecting your preferences and your purchase history to analyze behavior through automated processing methods to enhance customer experience and improve our products and services. The legal basis for this processing is your consent.

Perform authorized dealer internal audits. Ferrari collects and uses your personal identifiers (name and Vehicle Identification Number) to perform audits on our authorized Ferrari dealerships. The legal basis for this processing is Ferrari's legitimate interest in performance of our contractual obligations.

Perform customer satisfaction surveys. If you agree to participate (this is optional), Ferrari collects your personal identifiers (name, email address, and telephone number) to perform customer satisfaction surveys related to the quality of Ferrari sales services. The legal basis for this processing is Ferrari's legitimate interest in the improvement and quality of our services.

Provide assistance. Ferrari collects your personal identifiers (name, telephone number, unique customer ID, email address, and Vehicle Identification Number) to provide you with assistance through our Ferrari dealership and service network, or to respond to your questions or inquiries. The legal basis for this processing is performance of our contract with you.

Photographs and image. With your consent, Ferrari will also collect and store your image and photograph in order to improve customer experience and customer management.

Send technical or organizational related communications. Ferrari collects your personal identifiers (name and email address) to send you communications necessary for your purchase of Ferrari products or services, such as warranty deadlines. The legal basis for this processing is performance of our contract with you.

3. HOW WE SHARE YOUR PERSONAL INFORMATION

Ferrari may need to make the personal data identified in this Privacy Notice available within Ferrari, with service providers, or with other third parties in limited circumstances as follows:

General Sharing

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

business efficiently. With your consent, we will also share your personal data so that Ferrari Group Companies can send you commercial or marketing communications on products or services that may be of interest to you.

With Service Providers. We may share your personal data with our service providers that assist us in providing sales services, such as software providers, IT support, customer service, communication providers, and travel agencies. The legal basis for this is our legitimate interest in providing services efficiently.

With Third Parties. We may need to disclose some of 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, 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.

During 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 may share your personal data. This legal basis for this processing is our legitimate interest in carrying out our business operations.

Sharing in the Last Twelve (12) Months

For a Business Purpose. In the preceding twelve (12) months, Ferrari has disclosed the following categories of personal data for a business purpose to the following categories of third parties:

- We have disclosed your personal identifiers to service providers that perform services on our behalf. These service providers include our software providers, IT support, customer service, communication providers, and travel agencies.
- At your direction, we disclose your personal identifiers to Ferrari Group Companies to provide you with commercial or marketing communications.

For Sale. Ferrari does not sell the personal data associated with this Privacy Notice.

4. RIGHTS OF INDIVIDUALS UNDER THE GDPR

To the extent 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.
- **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.

- **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 by email at privacy@ferrari.com.

5. RIGHTS OF INDIVIDUALS UNDER THE CCPA

To the extent the CCPA applies to the processing of your personal data you would be entitled to the rights listed below:

- **Right to Access.** You have the right to request what personal data we have collected, used, disclosed, and sold about you within the preceding twelve (12) months. You may make a request for access twice within a twelve (12) month period.
- **Right to Deletion.** You have the right to request the deletion of your personal data that we collect or maintain, subject to certain exceptions.
- **Right to Opt-Out.** You have the right to opt-out of the sale of your personal data to third parties. Ferrari does not have actual knowledge that it sells personal data of minors under the age of sixteen (16) years.
- **Right to Non-Discrimination.** You have the right to not receive discriminatory treatment if and when you exercise your rights to access, delete, or opt-out under the CCPA.

To exercise your right to access or delete your personal data, you may submit a request by email at privacy@ferrari.com or by telephone at 1-877-933-7727.

For requests submitted via telephone or email, you must provide us with sufficient information that allows us to reasonably verify you are the person about whom we collected the personal data and describe your request with sufficient detail to allow us to properly evaluate and respond to it. If we are not able to verify your identity for access and deletion requests with the information provided, we may ask you for additional pieces of information.

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a request related to your personal data. If you are an authorized agent making a request on behalf of another individual, you must provide us with signed documentation that you are authorized to act on behalf of that individual.

6. DATA TRANSFER OUTSIDE OF THE EUROPEAN ECONOMIC AREA

Within our contractual relations, Ferrari may transfer personal data to countries outside of the European Economic Area ("EEA"). Processing is bound to the purposes of the processing identified here and is carried out in accordance with applicable data protection laws. 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.

7. DATA RETENTION

Your personal data will be processed for the time strictly necessary to for the purposes outlined in this Privacy Notice, and, in particular:

- until Ferrari learns that the car is scrapped for the purposes of vehicle maintenance and safety as well as the safety of Ferrari customers (e.g. recall campaigns, etc.);
- for ten (10) years, from the date of the submission of the consent for processing your image, unless the consent is revoked. In the event of a revocation, your image may no longer be processed for the purposes mentioned but may still be kept for the purpose of handling any disputes and/or litigation;
- for ten (10) years, from the provision of personal data for the purposes of marketing and profiling, unless revoked consent. In the event of revocation, personal data may no longer be processed for the purposes mentioned but may still be stored for the purpose of handling any disputes and/or litigation;
- for ten (10) years, in compliance with the requirements of the law on accounting and taxation, unless local regulations establish a different term for Authorized Dealers or Ferrari;
- for the time necessary to satisfy your requests or to manage any claims and/or litigation; and
- vehicle and vehicle owner personal data is processed by the eCall 112 system according to the same emergency service methods based on the 112 number and is kept in the control unit only for the time necessary for managing the eCall emergency call. In any case, the personal data is stored for no more than thirteen (13) hours from the moment an eCall emergency is started. The personal data of the internal memory of the eCall system is automatically and continuously deleted.

8. FOR MORE INFORMATION

You may ask Ferrari for further information on personal data processing activities to:

- **Data controller:** Ferrari S.p.A., with registered office in via Emilia Est, n. 1163, Modena, Italy, headquartered in via Abetone Inferiore, n. 4, Maranello, Italy.
- **Data Protection Officer:** privacy@ferrari.com.

For any questions or concerns, please contact Ferrari at privacy@ferrari.com.

CONSENT

The customer, with reference to the above Privacy Notice, consents:

1. to the processing of personal data for Ferrari marketing.
Agree Not agree
2. to the processing of personal data for Ferrari profiling.
Agree Not agree
3. to the processing of personal data for Ferrari Group Companies marketing.
Agree Not agree
4. to the processing of your image.
Agree Not agree

5. to the personal data being communicated to third parties - other than Ferrari Group Companies - for such companies to process the personal data for own marketing purposes and/or other purposes.

Agree Not agree

Please note: Ferrari does not intend to transfer the Data to third parties other than Ferrari Group Companies.

Date

Customer signature