



**INFORMATION ON THE PROCESSING OF PERSONAL DATA**  
**Article 13 EU Regulation 2016/679 - General Data Protection Regulation ("GDPR")**

Dear Guest,

Pirelli & C. S.p.A., with registered office at Viale Piero e Alberto Pirelli 25, 20126 Milan, Italy (hereinafter referred to as "**Pirelli**"), acting as "Data Controller", processes certain personal data of yours, the knowledge of which, although not mandatory, is necessary for purposes of allowing you to attend in streaming the "Press Conference Pirelli Calendar 2022" and to invite you to similar initiatives organized by Pirelli or on behalf of Pirelli, as well as for fulfilment of the related regulatory obligations. The provision of personal data is therefore necessary for these activities which, without the data, would not be possible to begin and carry out correctly.

Your personal data will be kept on information archives managed by companies within the Pirelli group, until your unsubscription request, that you can manage at any time by e-mailing to [privacy.dept@pirelli.com](mailto:privacy.dept@pirelli.com). This data will be known by authorised Pirelli personnel and transmitted only to those involved in the Pirelli business process who process them in compliance with specific legal obligations, as well as to companies that, as data processors, perform technical and organisational support activities.

You may exercise the rights provided for by Article 15 et seq of the GDPR (such as: knowing which personal data of yours is held at any time and how it is used, updating, correcting, cancelling, requesting its blockage or opposing their processing for legitimate reasons, exercising the right to data portability) by writing to the following e-mail address: [privacy.dept@pirelli.com](mailto:privacy.dept@pirelli.com).

You may also contact the Data Protection Officer ("DPO") of Pirelli & C. S.p.A. at the Company's registered office, e-mail [DPO\\_Pirelli@pirelli.com](mailto:DPO_Pirelli@pirelli.com).

In the event you believe that your rights have been breached pursuant to data protection laws, you can also submit a complaint to the Data Protection Authority competent in your country.