

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	- 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. - Your image taken, and video recorded for the initiative (if applicable).

 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 or (if applicable) at the end of the event.
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.
In the event that it is foreseen for the purposes of the event: use and dissemination of images and video reproductions regarding the event, free of charge , in the company channels of the Data Controller, in social media, on the company website, as well as in the official documentation of the Data Controller and in the context of events concerning the Data Controller.	Consent	A period necessary for the execution of the event and related activities relating to event-related reporting and archival purposes.
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 satisfaction of who took part in the Data Controller's initiatives.	Until 1 year from the participation to the initiative.
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	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. 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: a. companies that offer maintenance services for websites and computer systems; b. companies that carry out market research services; c. companies that provide management and maintenance services for the Data Controller's database; d. companies that offer e-mail management services; e. companies that provide management services for the marketing automation platform; f. 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); g. companies assigned to conduct the prize-winning events.
	PERSONAL DATA TRANSFERS	Your personal data will be processed within the European Union
	DATA SUBJECTS RIGHTS	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. You can exercise certain rights on the personal data collected contacting the Data Controller at the following email address: gdpd.office@campari.com.
	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: March 2025



AUTHORIZATION FOR THE USAGE/PUBLICATION OF THE IMAGE/VIDEO

The data subject, as identified above, hereby, pursuant to article 10 of the Italian civil code and articles 96 and 97 of law n. 633/1941 (Copyright Law), AUTHORIZES the Company to use, reproduce, adapt, modify, publish, distribute, exhibit and/or disseminate the content, via any support and communication system, including the internet, of the filming of video and/or photographic images, or parts thereof, as part of the event/initiative.

In particular, the video and/or photographic images or parts thereof may be published on the website and on the social media pages (e.g. YouTube, Facebook, LinkedIn, Instagram, etc.) of the Company or of other Campari Group companies, disseminated publicly during events, presentations, workshops, conferences, television broadcasts as well as included in the company's and third-party newsletters or published in newspapers, magazines, brochures, social networks, websites and corporate intranets.

It also prohibits its use in contexts that compromise personal dignity and decorum.

The usage/publication of the images/videos are to be considered free of charge.

The data subject is aware that the Company is not responsible for any further photographic images and/or video reproductions that may have been taken and disseminated by any means, including on internet sites and social networks (such as LinkedIn, Twitter, Instagram and Facebook).

The data subject DECLARES to have nothing to claim from the Company for any reason and/or title directly related to the publication of the above-mentioned images and/or video reproductions and to hold the Company harmless from any request and/or claim that may be made on this matter, even by third parties.

The consent is collected in a point & click mode in the form provided for the registration.