

PRIVACY INFORMATION NOTICE– REGISTRATION BFF MUSEUM (ENG)

DATA CONTROLLER

The Data Controller is **BFF Bank S.p.A.**, with registered office in Viale Lodovico Scarampo, 15, 20148 Milano.

DATA PROTECTION OFFICER

The Data Controller, according to the article 37 of the Regulation (UE) 2016/679 (GDPR), appointed a Data Protection Officer (DPO) reachable at the e-mail address DPO@bff.com.

PURPOSES OF THE PROCESSING

The personal data that the Data Controller receives are referable to those provided by the Data Subject in the data collection form. The personal data will be processed exclusively for:

- a) the management and documentation of participation in events promoted at the BFF Museum;
- b) if consenting explicitly, subscription to the automated newsletter containing information about future events, organized at the BFF Museum. The Data Subject always has the right to unsubscribe from this newsletter;
- c) based on the legitimate interest of the Data Controller, sending a request to participate in a survey, following participation in the event promoted at the BFF Museum. The Data Subject may choose to provide their data in the data collection form of this survey, and the information provided will subsequently be combined/aggregated for statistical collection purposes.

LEGAL BASES FOR THE PROCESSING

The provision of personal data, while optional, is necessary for the purpose of participation in the event (contractual measures requested by the data subject themselves, pursuant to Article 6(1)(b) of the GDPR) but a refusal to provide any of the requested data, or the provision of incomplete or inaccurate data, could result in the impossibility of gaining access to the BFF Museum.

The provision of personal data for the purposes of sending promotional communications (newsletters) is also optional and requires the consent (Article 6(1)(a) of the GDPR) but a refusal to provide any of the requested data could make it impossible to inform and send promotional material about the events advertised.

Finally, on the basis of the legitimate interest of the Data Controller (Article 6(1)(f) of the GDPR), the personal data of the Data Subject may be processed by the Data Controller with the help of electronic and computer instruments, for a request to participate in a survey, following the participation in the event promoted at the BFF Museum, with the purpose of conducting statistical analysis through combination/aggregation. The provision of personal data is optional and not providing it will not integrate further processing in respect of the Data Subject, with regard to this topic

TYPOLGY OF PERSONAL DATA PROCESSED

The Data Controller will process the Data Subject's personal data, including but not limited to name, e-mail address (or other contact information), residential address, possibly other information that may be subject to analysis through the proposed surveys.

METHODS OF PROCESSING

The processing activity will be performed through both traditional and fully automated systems, also through the use of the e-mail address. Specific security measures are observed to prevent data loss, illegal or incorrect use and unauthorized access. The Data Controller has taken all the appropriate security measures required by law and inspired by the main international standards, in addition it has taken additional security measures to minimize the risks pertaining to confidentiality, availability and integrity of the data collected and processed.

DATA RETENTION PERIODS

Personal data will be processed by personnel authorized by the Data Controller and will be kept only for the time necessary to fulfill the indicated purposes (unless otherwise required by law).

In relation to processing for purposes of sending promotional communications, personal data will be kept until the Data Subject withdraws their consent.

In relation to the purposes of managing data collected from surveys, personal data will be processed until they are combined/aggregated, and then they will be subject to definitive deletion.

The Data Controller foresees the further retention of part of the data indefinitely for the purpose of asserting or defending one's rights in any possible venue and in particular in judicial courts.

DATA SHARING, COMMUNICATION AND DIFFUSION

The personal data processed will not be disseminated. The data collected may be transferred or communicated for activities strictly related and instrumental to the operation of the service to subjects qualified as Data Processors pursuant to Article 4.8 and Article 28 of the GDPR (professionals, consulting and service companies, hardware and software support companies, companies with tasks of a technical and organizational nature of the website) both by individuals authorized to process them pursuant to Article 29 GDPR, who operate under the direct authority of the Data Controller (employees and collaborators in various capacities), who have instructed them to do so.

TRANSFER OF PERSONAL DATA TO COUNTRIES OUTSIDE THE EUROPEAN UNION

The Data Controller relies on Cloud services offered by certain providers, appropriately qualified as Data Processors, operating in Europe or countries for which there are adequacy decisions by the European Commission and/or the Data Protection Authority.

In case of export of personal data to third countries, prior to any transfer and in light of the circumstances of the transfer, it will be assessed on a case-by-case basis that the level of data protection and related security measures are adequate and effective.

In the absence of an adequacy decision or adequate safeguards pursuant to Article 46 of the GDPR or binding corporate rules pursuant to Article 48 of the GDPR, the transfer will take place only with the explicit, specific and informed consent of the data subject pursuant to Article 49 of the GDPR on the possible risks arising from the transfer of personal data (lack of adequate safeguards adequate safeguards aimed at protecting the data).

RIGHTS OF DATA SUBJECTS

The data protection legislation expressly provides for certain rights of the individuals to whom the data relate (so-called data subject). In particular, pursuant to Articles 15-22 of Regulation (EU) 2016/679, each Data Subject has the right to obtain confirmation of the existence or non-existence of data relating to them, to obtain an indication of the origin and the purposes and methods of processing, to obtain the updating, rectification, and integration of the data as well as their deletion if processed in violation of

the law or if one of the reasons specified in Article 17 of Regulation (EU) 2016/679 exists, to request the portability of the data as well as to appeal to a supervisory authority.

QUESTIONS, COMPLAINTS, SUGGESTIONS, AND EXERCISE OF RIGHTS

Anyone interested in obtaining further information, contributing their own suggestions, or making complaints or objections regarding the privacy policies, the manner in which personal data are processed, as well as to assert their rights under data protection regulations, may contact the Data Controller by writing to: **BFF Bank S.p.A.**, with registered office in Viale Lodovico Scarampo, 15, 20148 Milano.

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- ☐ Having read the privacy information notice, I hereby authorize the processing of my personal data for the purpose of being registered and confirming my participation in the event (*)
- ☐ I hereby give my consent so that the Data Controller may perform processing related to the activities of promoting the events promoted at the BFF Museum, by sending the newsletter (**)
- ☐ I hereby give my consent so that the Data Controller may submit a request to participate in a survey, following participation in the event at the BFF Museum, and that it may carry out any processing related to the production of statistics through the combination/aggregation of data (**)