

D.O.C. Member

The Data Subject, have read and understood the information provided in this privacy notice and the text of art. 13 UE Regulation 2016/679 of the European Parliament reported hereunder and hereby:

- authorise processing of my personal data for the purposes set out in paragraph (ii) of this privacy notice [commercial information from the Club];
- authorise processing of my personal data for the purposes set out in paragraph (iii) of this privacy notice [customer profiling in order for me to receive newsletters and tailored commercial information from Ducati and for Ducati to perform market research and customer satisfaction surveys].

Privacy Notice - General Regulation on the Protection of Personal Data "Regulation"

The personal data of the Data Subject will be processed by the Data Controller Ducati Motor Holding S.p.A., with registered office at Via Cavalieri Ducati n. 3, Bologna, Italy ("Ducati"), and the Designated Officer Mr. Claudio Domenicali, with service address at the registered office of Ducati, by the DOC Club Mid-Atlantic Ducati Owners Club (hereinafter the "Club"), with registered office at Manassas, VA as independent Data Controller and by the Designated Officer by automated means or otherwise in compliance with UE Regulation 2016/679 of the European Parliament, for the following purposes: (i) managing relations among the Data Subject, the Club and Ducati for the purpose of the registration process and in order to provide the Data Subject with the requested information, support and services. The Club and/or Ducati may make the data available to other companies in the same group as Ducati and/or to contract partners of Ducati that are part of its sales and service network (such as subsidiaries, importers, distributors, dealers, service/repair shops), that may be based in countries outside the European Union, solely for the above purposes and such other companies and/or contract partners will process the data solely for such purposes; the data will be made available to the Designated Officers and the Persons in charge of data processing designated by the Club, Ducati and by such companies and/or contract partners. The data provided by the Data Subject will not be disseminated; (ii) for promotional activities and commercial information, and forwarding of advertising material by the Club. For these purposes, the data will be disclosed to the Designated Officers and Persons in charge of processing designated by the Club. The data provided by the Data Subject will not be disseminated; (ii) for promotional activities and commercial information, forwarding of advertising material, profiling activities based on an analysis of consumer choices by Ducati in order to forward tailored commercial information. The Club and/or Ducati may make the data available to other companies in the same group as Ducati and/or to contract partners of Ducati that are part of its sales and service network (such as subsidiaries, importers, distributors, dealers, service/repair shops), that may be based in countries outside the European Union, solely for the above purposes and such other companies and/or contract partners will process the data solely for such purposes; the data will be made available to the Designated Officers and the Persons in charge of data processing designated by the Club, Ducati and by such companies and/or contract partners. The data provided by the Data Subject will not be disseminated; The data provided by the Data Subject may be cross-referenced with other data rightfully held by Ducati which the same Data Subject may have provided or may provide at other times for the purpose of keeping the data up-to-date. Whilst not mandatory by law, provision of the data for the purposes described in paragraph (i) is required in order to register with the Club and obtain the requested support, information and/or services; failure to provide the data for such purposes will prevent the Data Subject from registering with the Club. Provision of the data for the purposes described in paragraph (ii) is optional and not mandatory by law. Failure to give one's consent to data processing for such purposes will merely result in the Club's inability to carry out the activities aimed to provide the Data Subject with the above mentioned commercial information. Provision of the data for the purposes described in paragraph (iii) is optional and not mandatory by law. Failure to give one's consent to data processing for such purposes will merely result in the Ducati's inability to carry out customer profiling activities aimed to send newsletters and tailored commercial information and perform market research and customer satisfaction surveys. As a Data Subject, you have the rights established by art. 13 UE Regulation 2016/679 of the European Parliament, which is reported hereunder. To exercise your rights towards the above mentioned Data Controllers, and obtain an updated list of their respective Designated Officers, you may send a notice to privacy@ducati.com or you may contact the Club at contact@mad-ducati.com

1. Your rights

You can contact Ducati as Controller or the Data Protection Officer, using the contacts details indicated above to obtain the up-to-date list of our processors (i.e. our services providers), of the entities to which the personal data are disclosed and to exercise, at any time, the following rights pursuant to art. 15 ss. of the Regulation: to obtain confirmation that your personal data exist, to verify their content, origin, accuracy, to require their integration, update, rectification, deletion, anonymization, to require data portability, the restriction of the processing, to lodge a complaint with the supervisory authority (the Garante per la Protezione dei Dati Personali).

In addition, you may, at any time, object to the processing of your personal data for marketing activities and, on grounds relating to a particular situation, you may object to the processing of your personal data processed on the grounds of the legitimate interest of Ducati, unless Ducati demonstrates compelling legitimate grounds for proceeding with the data processing (e.g. exercise or defense of legal claims).

2. Methods of processing and Legal grounds for processing

Your personal data are processed without and also with electronic means, based on logic and procedures consistent with the purposes illustrated below and in compliance with the Regulation, including confidentiality and security aspects.

Data may be provided by you upon registration at our points of sale through paper or electronic forms, may be collected during visits at our dealers and vendors, may be provided during events, exhibitions and initiatives attended or organized by Ducati, by members of the sale and assistance network of Ducati or by our business partners or provided upon your interaction with web sites, internet and mobile applications of Ducati.

In compliance with the Regulation, your personal data that is form time to time collected is used to update and correct the information previously collected.

Ducati will process Your personal data based on the following legitimacy requirements: your consent; Ducati legitimate interest to performance of commercial activities; fulfilment of statutory obligations.

3. Communication of Your personal data to third parties

Personal data is accessed by our duly authorized personnel (e.g. personnel with Sales & Marketing, CRM, Service, IT functions) on a need to know basis and is communicated to third parties in the following cases: (i) when communication is required by applicable laws and regulations with respect to legitimate third party recipients of communications such as authorities and public bodies for their respective institutional purposes; (ii) communication to third party that is necessary to perform an agreement or to carry out pre-contractual activities on your request, for example sharing your personal data with our dealers or business partners to allow the same to provide you with the information, products or services that you requested; (iii) communication to third parties in case of extraordinary transactions (e.g. mergers, acquisitions, transfer of business, etc.).

Your personal data is shared with our service providers, for example for services of a technical and organizational nature functional to the above-mentioned purposes, such as independent consultants, also in associated form, providers offering delivery, marketing, payment related services. We provide to such entities only the data necessary to provide the agreed services and the same act as Processors, according with the instructions provided by Ducati.

Lastly, in order to provide you with the Ducati products and services that you requested, (for example to grant you the same benefits worldwide), other companies within the Ducati Group, importers, dealers and our business partners may access your personal data, based on applicable privacy law.

It is understood that Ducati does not share your personal data with third parties for their own marketing purposes.

4. Transfer of personal data outside the European Union

Some of the companies within the Ducati Group, of our sale network or third parties contractually bound by Ducati which can have access to your personal data, are established also outside the European Union, in countries which do not grant an adequate level of data protection from the Regulation standards perspective. Ducati takes all necessary measures to ensure a legitimate data transfer (e.g. through the implementation of Standard Contractual Clauses approved by the European Commission). You may, at any time, require information on the transfer of your personal data abroad, by contacting Ducati or Ducati Data Protection Officer through the contacts below specified.

5. Personal data storage

Ducati keep your personal data for the time strictly necessary to achieve the purposes for which data has been collected and to comply with applicable laws and regulations. For the activities necessary to contract performance, data is kept for ten years as of the contract execution for administrative and accounting purposes. Data may be kept for longer periods if this is authorized by applicable laws and in case of exercise or defense of legal claims.