

## **PRIVACY POLICY - Art. 13 Regulation (EU) 679/2016**

We inform you that Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing the Directive 95/46/EC, General Data Protection Regulation (hereinafter "**GDPR**"), provides for the protection of natural persons with respect to the processing of personal data. Pursuant to the above-mentioned regulation, the processing of your personal data will be based on the principles of fairness, lawfulness and transparency as well as the protection of your confidentiality and your rights. This constitutes the information provided pursuant to Art. 13 of the GDPR to the users of the "Email Alert" service (the "**Service**"), which provides notifications on new communications, presentations or institutional documents on the website [investors.mzb-group.com](http://investors.mzb-group.com).

### **Categories of personal data**

The data controller processes the following categories of personal data which concern you: (i) identification data, such as your name and surname; (ii) contact details, such as your email address.

### **Purpose of data processing**

The personal data you provided when subscribing to the Service is collected and processed for the following purposes:

- sending communications of an information and announcement nature concerning Massimo Zanetti Beverage Group S.p.A. and its associates and/or subsidiaries;
- analyses of statistical reports to ensure a better understanding of the trend of the email marketing campaigns and the contents of greater interest.

### **Methods of processing and data retention period**

The personal data that concerns you will be processed with the use of IT tools by the data controller and any data processors and authorised personnel, observing all precautionary measures that ensures its security and confidentiality pursuant to and in compliance with the provisions of Art. 32 of the GDPR.

Your personal data is stored for the time strictly necessary to achieve the purposes for which it was collected and for the fulfilment of the applicable legal and regulatory obligations. When you notify us that you no longer wish to receive the communications related to the Service, your personal data will be immediately erased or otherwise anonymized, unless archiving this data is necessary for longer periods for the purpose of public interest.

### **Nature of data collection and consequences of failing to provide it**

Providing your personal data for the purposes stated above is optional. Nevertheless, failure to provide it means the impossibility to receive the communications related to the Service.

### **Communication and dissemination of data**

The processing of personal data is performed by the data controller with the help of its employees, duly authorised for the processing, and the service providers of a technical nature which serve the purposes stated above in their capacity as data processors; these third party subjects are only provided with the information that is necessary to provide the services and they act based on the instructions stated by the data controller. The data may also be communicated to parent companies, subsidiaries, or in any case companies that are part of the Massimo Zanetti Beverage Group. Considering the multinational nature of the Group, some recipient companies could have offices abroad, also outside the European Union. In this case the data controller will adopt all the measures that are necessary to ensure that the transfer of data outside the EU is suitably protected according to the provisions of the applicable laws concerning data protection, for example data transfer agreements or other legal bases set forth in art. 46-47 of the GDPR (e.g. the adoption of standard contractual clauses as approved by the European Commission).

### **Rights of the data subject**

You may contact the data controller at any time to exercise your rights under art. 15 et seq. of the GDPR, in particular: obtain confirmation of the existence or otherwise of your data, check its content, origin, accuracy, request for it to be supplemented, updated, rectified, erased, anonymized, as well as restrict or object to the processing for legitimate grounds. You also have the right to lodge a complaint to the competent national supervisory authority, as well as withdraw your consent at any time. These rights may be exercised with request without formalities to the data controller. The request to the data controller may be sent via email to the address [affari.societari@mzb-group.com](mailto:affari.societari@mzb-group.com) or via registered letter to the following address: Massimo Zanetti Beverage Group S.p.A., Viale G.G. Felissent, 53, 31020 Villorba (Treviso) – Italy.

**Data Controller**

The data controller is Massimo Zanetti Beverage Group S.p.A. with registered office in Viale G.G. Felissent, 53 - 31020 Villorba (Treviso) - Italy.