

This Privacy Notice explains how personal data (“Data”) provided by you to – and collected by – IVECO S.p.A (“Controller”) through this online streaming website will be handled in compliance with applicable laws and regulations. We are committed to protecting and respecting your privacy.

1. WHAT DATA WE COLLECT

Ordinarily, we collect directly by you visiting the platform the following categories of Data:

- a. Identification, contact and information Data provided by you when registering an account for accessing the exclusive contents published on this online streaming website;
- b. browsing Data (e.g. IP address, location, country, browsing time, access time) or data arising from your interaction with our website. Some information in this category are collected and stored by means of cookies and other tracking technologies. Refer to the cookie policy of the website for further details.
- c. usage Data and preferences (e.g. watch list, favorite videos, ...)

2. FOR WHAT PURPOSES WE USE DATA

Browsing Data, usage Data and preferences are collected by the Controller while you interact with the website and will be used just for improving your experience on our website.

Data provided completing the registration form may be processed by the legitimate interest of the Controller for granting you the access to the live platform and taking benefit of its contents.

Based on your consent, contact and information Data are collected for sending you commercial communications and newsletters as well as advertising on our products and services. All these activities could be done in hardcopy, by automated or electronic means including via mail or e-mail, phone (e.g. automated phone calls, SMS, MMS, fax) and any other means (e.g. web sites, mobile apps)

Based on your consent, contact and information Data are collected for communicating the Data to our subsidiaries and affiliates as well as our authorized dealer and distributor network and business partners. Such Third parties will process Data with the purpose of sending commercial communications as well as advertising on their products and services.

Data may be processed electronically, within IT systems. Throughout its entire life cycle, from collection to disposal, Data will be protected and processed in accordance with the principles and requirements set forth by our corporate policies and applicable laws.

3. CONSEQUENCES OF FAILURE TO PROVIDE DATA

In case you refuse to provide Data marked as mandatory in the context or registration, we will be unable to complete the registration process and, as a consequence, to give you access to contents and features available solely to registered users.

You may limit the collection of browsing Data by properly setting:

- preferences about cookies and similar technologies related to this specific website (see our cookie policy for details)
- setting privacy and security preferences and features on your browsers

Please be aware that, if you have given your consent, you may withdraw it at any time.

4. WITH WHOM WE SHARE DATA

We are part of the CNH Industrial Group, a global leader in the capital goods sector. Data may be shared and communicated to our subsidiaries and affiliates of the CNH Industrial Group, business partners and service

providers also based in third Countries, which are under specific contractual obligation and may use it solely for the fulfillment of the purposes listed above.

Data may be communicated to third parties also to comply with legal obligations, to operate and maintain our and the CNH Industrial Group security, protect our and the CNH Industrial Group rights or property, to respond to order of Public Authorities or to exercise our rights before judicial authorities.

5. HOW WE TRANSFER DATA TO THIRD COUNTRIES

To perform Data processing activities as detailed above, we may transfer Data to third Countries, including storing such Data in digital or physical databases managed by entities acting on our behalf. Database management and Data processing are limited to the purposes of the processing and are carried out according to applicable data protection laws and regulations.

In case Data are transferred to third Countries, the Company will use any appropriate contractual measures to guarantee adequate protection of the Data.

6. RETENTION OF PERSONAL DATA

We maintain Data in our systems and archives for as long as necessary to pursue the purposes described in this Privacy Notice considering the applicable legal and contractual requirements.

When Data is no longer necessary for the purposes for which it is processed, Data is deleted or kept in a form which does not permit the identification of data subjects, provided that we are not legally required or permitted to hold such Data. We may continue to store Data for a longer period, as may be necessary to protect our interests related to potential liability connected to the provision of the services or products or the processing of Data.

7. DATA CONTROLLER

Iveco Italy S.p.A with registered office in Turin, Via Puglia 35 is the Controller for the Data it collects, processes and stores in the framework of this Privacy Notice.

8. YOUR RIGHTS REGARDING YOUR DATA

As from the effective entry into force of the Data Protection Law, you may exercise your rights as defined by applicable laws and regulations, among these:

- **Right of access:** right to obtain from the Controller a confirmation as to whether or not your personal information is being processed, and, if so, to demand to gain access to your personal data.
- **Right to rectification:** right to obtain from the Controller the rectification of your personal data that you may consider inaccurate and to have incomplete information being completed, including by means of providing a supplementary statement.
- **Right to erasure:** right to obtain from us the erasure of your personal data without undue delay, where the request is made in accordance with the applicable laws and regulations.
- **Right to object to data processing:** right to object at any time to the processing of your personal data based on the legitimate interest of the Controller.
- **Right to limit the data processing:** right to obtain from the Controller a limitation on the processing activities when the accuracy and the precision of personal data is disputed, and for the time necessary for the Controller to verify the accuracy of personal data.
- **Right to data portability:** right to receive the personal data you provided to the Controller in a structured, commonly used and machine-readable format. You also have the right to transmit that data to another data controller without hindrance from the Controller, especially following

these conditions: the processing is based on consent or on a contract and the processing is carried out by automated means.

- Right to make a complaint: without prejudice to any other administrative or judicial dispute, if you believe the data processing has been carried out illicitly or not compliant with applicable laws and regulations, you have the right to raise a complaint with the Supervisory Authority of the Member State in which you reside or work habitually, or of the State where any breach has occurred

You can exercise the abovementioned rights by contacting Controller with the following means:

- Filling the online form you can find [here](https://privacy.cnhindustrial.com/en-us/footer/Pages/form.aspx) <https://privacy.cnhindustrial.com/en-us/footer/Pages/form.aspx>.
- Writing an email to privacy-compliance@cnhind.com
- Sending a letter to the Controller at the address indicated in the section 7 of this Privacy Notice, specifying “for the attention of Privacy Compliance”

If additional personal information is needed to verify identity, the Controller may contact you, if necessary. This information, along with other personal data we already hold, will be processed to meet your request, as required by applicable law. Where necessary, certain information may be transferred to other companies within or outside the CNH Industrial Group that act as data processors of personal data, in order to meet your request. Data will be processed for the necessary amount of time to evaluate and handle your request, after which Data will be archived for a suitable time period allowing the Controller to demonstrate that the request has been handled correctly and timely.

9. UPDATES TO THIS PRIVACY NOTICE

This Privacy Notice was last updated in October 2020. We reserve the right to amend or update the Privacy Notice from time to time to reflect changing legal requirements or our processing activities. The Controller will publish any update on this website and it will be effective upon posting. The Controller encourages all of you to periodically review this Privacy Notice to learn how we protect personal data.