

## **PRIVACY POLICY**

*(pursuant to Article 13 of Regulation (EU) 2016/679)*

### **PART I**

Dear ladies and gentlemen,

Pursuant to Article 13 and Article 14 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation, hereinafter “**GDPR**” or “**Regulation**”), we inform you that your personal data (hereinafter also the “**Data**”) will be processed by:

- **SAME DEUTZ-FAHR Italia S.p.A.**, with registered office in Viale F. Cassani, 15 - 24047 Treviglio (BG), Italy, Email: [commercialemarketing.italia@sdfgroup.com](mailto:commercialemarketing.italia@sdfgroup.com) and telephone: +39 0363 421200 (hereinafter also “**SDFI**”) SDFI has appointed a Data Protection Officer (DPO), who can be reached at [dpo.sdfitalia@sdfgroup.com](mailto:dpo.sdfitalia@sdfgroup.com).  
and
- **SAME DEUTZ-FAHR Deutschland** (VAT no. DE812535422) with registered office in Deutz-Fahr-Straße 1, 89415 Lauingen, Germany, Email: [Datenschutz@sdf-group.de](mailto:Datenschutz@sdf-group.de) and telephone: +49 09072 9970 (“**SDFDE**”). The company has appointed a DPO, who can be reached at [info@wmg-consulting.de](mailto:info@wmg-consulting.de) (hereinafter jointly referred to as “**SDF**”)  
and
- by the dealer from whom you made the purchase, whose name is indicated in the guarantee certificate, (hereinafter also referred to as the “**Dealer**”),

hereinafter jointly referred to as the “**Joint Data Controllers**”, pursuant to Article 26 of the GDPR.

#### **Categories of Data Processed**

The Data collected and processed by the Joint Data Controllers are as follows:

- Personal and residence data;
- Contact data (e.g. e-mail, telephone number, etc.);
- Contact history;
- Identification codes (Tax Code and/or VAT number, customer code, etc.);
- Economic and financial data (e.g. contractual data, data related to investment plans, data related to statutory / extended warranty); Insurance data;
- Equipment usage data (e.g. geolocation, vehicle telemetry data - warning lights, alarms, etc.). - SIM serial, etc.)
- Data related to fleet management / vehicle management (e.g. data related to the fleet of vehicles, vehicle identification number);
- Information about plant visits (e.g. booking details).

#### **Purpose of processing, legal basis and retention periods**

In view of the activity carried out by the Joint Data Controllers, the collection and processing of your Data has the following purposes:

<b>Purpose of processing</b>	<b>Legal Basis</b>	<b>Retention times</b>
Execution of obligations arising from contractual sales relationships or the performance of pre-contractual activities (managing quotations, cancellation of previously contracted insurance)	Execution of a contract or performance of pre-contractual measures	For the entire duration of the contractual relationship and, upon termination, for 10 years
Management of customers under any agreements with lenders or leasing solutions as well as monitoring and analysing the progress of the same	Execution of a contract or performance of pre-contractual measures	For the entire duration of the contractual relationship and, upon termination, for 10 years
Fulfilment of other legal obligations (e.g. accounting and tax obligations);	Legal obligation	Expected time frames of accounting records
Litigation management	Legitimate interest (e.g. economic or legal interests)	Until such time as the statute of limitations relating to contractual actions that may arise with respect to the transaction in the performance of which the data are processed has expired
After-sales service in accordance with applicable product warranty legislation and/or other contractual agreements	Execution of a contract or performance of pre-contractual measures	For the entire duration of the contractual relationship and, upon termination, for 10 years
Sending of information/communication/advertising	Consent of the data subject	Until revocation of consent
Plant visit	Execution of a contract or performance of pre-contractual measures	For as long as necessary to manage the organisation of the planned visit
Product satisfaction surveys	Legitimate interest (e.g. economic interests, deepening customer relationships and optimising support and communication) or consent of data subject	For as long as necessary to achieve and maintain certification and compliance with international standards and industry best practice or until revocation of consent

Your Data will be processed by personnel authorised to process them in accordance with Article 29 of the GDPR. The processing of the Data for said purposes will take place using computerised, telematic, manual and paper methods, on the basis of logical criteria that are compatible with and functional to the purposes for which the Data have been collected, in compliance with the confidentiality and security rules laid down by law and the company's internal regulations and the

security measures set out in the GDPR.

Your Data are, or have been, provided by you to SDF or the Dealer, or by third party companies providing financing or leasing solutions.

#### **Categories of Data Recipients and Transfer of Data to Third Countries**

The Joint Data Controllers, in the performance of the above-mentioned purposes, may communicate and transfer your Data to other entities in charge of performing or providing specific services strictly functional to the performance of the above-mentioned purposes, such as:

- to companies of the group to which each Joint Data Controller belongs, located also abroad (in the European Union and outside the European Union) and to persons entrusted by them with the processing of data;
- to Public Bodies or Offices or Public Administrations in accordance with legal obligations;
- subjects whose right to access the Data is recognised by provisions of law and secondary legislation or by provisions issued by authorities empowered to do so by law;
- professionals, external debt collection companies and auditing companies;
- insurance companies and insurance brokers (to provide for the correct termination of the insurance activated on the vehicle, previously activated by the Data Controller);
- professionals and external companies entrusted with the auditing of the Company's financial statements;
- companies specialising in leasing solutions and professional equipment rental;
- companies operating computer systems, hosting / archiving data, providing maintenance etc., including those aimed at managing business relations.
- Fulfillment agencies such as call centers, lettershops ...

For recipients of Data communication based outside the European Union or the European Economic Area, the Joint Data Controllers obtain the necessary guarantees that the transfer of Data is carried out in full compliance with Chapter V of the GDPR. For further information please contact: [privacy@sdfgroup.com](mailto:privacy@sdfgroup.com).

#### **Rights of the Data Subject**

With regard to your personal data, we would like to inform you that you may exercise the rights provided for in Article 15 et seq. of Regulation (EU) 2016/679, which are set out below: *right of access, right to rectification, right to erasure or "right to be forgotten", right to restriction of processing, right to receive notification when personal data has been rectified or erased or when processing is restricted, right to data portability, right to object to processing.*

In order to assert the rights reserved to you, you may contact the Joint Data Controllers by writing to the following address: [privacy@sdfgroup.com](mailto:privacy@sdfgroup.com).

We would remind you that, in any event, you are entitled to exercise the above-mentioned rights vis-à-vis each of the Joint Data Controllers, as set out in Article 26(3) of the GDPR.

You have the right to lodge a complaint with a supervisory authority if you consider that the processing of your personal data is in breach of the GDPR.

Here below the link to both Italian and Germany supervisory authority,

IT: <https://www.garanteprivacy.it/home/footer/contatti>,

DE: [https://www.bfdi.bund.de/DE/Service/Anschriften/anschriften\\_node.html](https://www.bfdi.bund.de/DE/Service/Anschriften/anschriften_node.html)

#### **Compulsory or optional nature of providing data**

The provision of Data to the Joint Data Controllers is compulsory only for Data for which there is a legal obligation (i.e. established by laws, regulations, provisions of Public Authorities, etc.). In all other cases, you are free to decide whether or not to provide your Personal Data, provided that, where part of your Data is strictly necessary for the pursuit of contractual purposes, failure to provide such Data may make it impossible to provide the services you have requested.



Farming Technology. Since 1927.

**Consequences of refusal to provide data**

In the presence of a legal or contractual obligation to provide your Personal Data, refusal to provide your Personal Data shall not allow the Joint Data Controllers to carry out the operations entailing the processing of such Data, and this with all the consequences and damages to be borne by you. Therefore, if the Data are necessary or strictly instrumental to the performance of the contractual relationship, refusal to provide them may result in the impossibility of carrying out the operations connected with such Data (or, in any case, may result in delays in the performance of such operations). Any refusal to provide Personal Data functional to the activities of the Joint Data Controllers, other than those necessary or strictly instrumental to the performance of the contractual relationship, prevents the performance of such further activities but does not interfere with the performance of the ongoing contractual relationship.

If the companies, listed at the beginning of this document, carry out further processing of personal data as independent data controllers, they shall independently provide the relevant processing information.

## PART II

Dear ladies and gentlemen,

Pursuant to Article 13 and Article 14 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation, hereinafter “**GDPR**” or “**Regulation**”), we inform you that your personal data (hereinafter also the “**Data**”) will be processed by **SAME DEUTZ-FAHR Italia S.p.A.**, with registered office in Viale F. Cassani, 15 - 24047 Treviglio (BG) as **Data Controller** (hereinafter the “**Data Controller**”). The Data Controller has appointed a Data Protection officer (DPO), who can be reached at [dpo.sdfitalia@sdfgroup.com](mailto:dpo.sdfitalia@sdfgroup.com).

### Categories of Data Processed

The Data collected and processed by SDF as Data Controller are as follows:

- personal and residence data;
- contact details (e.g. e-mail; telephone number; etc.);
- identification codes (Tax Code and/or VAT number, customer codes, etc.);
- Equipment usage data (e.g. geolocation, vehicle telemetry data - warning lights, alarms, etc.). - SIM serial, etc.).

### Purpose of processing, legal basis and retention periods

In view of the activity carried out by the Data Controller, the collection and processing of your Data has the following purposes:

Purpose of processing	Legal Basis	Retention times
Delivery of digital management services. Possible service that can also be activated in after sales period.	Execution of a contract or pre-contractual measures	For the entire duration of the contractual relationship and, upon termination, for 10 years
Improvement of the product and support services offered to End Customers	Legitimate interest	For the time needed to conduct analyses and make significant improvements to the purchased product/service
Marketing activities	Consent of the data subject	Until revocation of consent
Profiled marketing activities	Consent of the data subject	Until revocation of consent

The legitimate interest pursued by the Data Controller for the purpose of “*Improvement of the product and support services offered to End Customers*” allows us to guarantee the offering of high-performance, safe and long-lasting services and products in line with technological advancement and the different needs of use of our products. The data will then be used for analysis activities aimed at identifying improvement possibilities for our products. In addition, the data may also be used by the Dealer in order to provide assistance services related to the expiry of periodic overhauls/maintenance as well as in the event of the detection of anomalies that may compromise the further use of the product or, also, for the purposes of the validity of the warranty activated. We remind you here that you have the possibility to object to such processing. We remind you, however, that it is possible that the Data Controller may demonstrate and assert compelling legitimate grounds for proceeding with the processing activity that override the interests, rights and freedoms of the Data Subject.

Your Data will be processed by personnel authorised to process them in accordance with Article 29 of the GDPR. The processing of the Data for said purposes will take place using computerised, telematic, manual and paper methods, on the basis of logical criteria that are compatible with and functional to the purposes for which the Data have been collected, in

compliance with the confidentiality and security rules laid down by law and the company's internal regulations and the security measures set out in the GDPR.

Your Data are, or have been, provided by you directly to the Data Controller or to other companies of the Group to which the Data Controller belongs, as well as to the Dealer from which you have purchased or requested products or services of the Group to which the Data Controller belongs.

#### **Categories of Data Recipients and Transfer of Data to Third Countries**

The Data Controller, in the performance of the above-mentioned purposes, may communicate and transfer your Data to other entities in charge of undertaking or providing specific services strictly functional to the performance of the above-mentioned purposes, such as:

- to companies of the group to which each Data Controller belongs, also located abroad (in the European Union and outside the European Union) and to persons entrusted by them with the processing of data;
- companies operating computer systems, including those aimed at managing business relations.
- other companies appointed to pursue the purposes listed above on behalf of the Data Controller, in their capacity as Data Processors pursuant to Article 28 of the GDPR.

For recipients of Data communication based outside the European Union or the European Economic Area, the Data Controller obtains the necessary guarantees that the transfer of Data is carried out in full compliance with Chapter V of the GDPR.

#### **Rights of the Data Subject**

With regard to your personal data, we would like to inform you that you may exercise the rights provided for in Article 15 et seq. of Regulation (EU) 2016/679, which are set out below: *right of access, right to rectification right to erasure or "right to be forgotten", right to restriction of processing, right to receive notification when personal data has been rectified or erased or when processing is restricted, right to data portability, right to object to processing.*

In order to assert the rights reserved to you, you may contact the Data Controller by writing to the following address: [privacy@sdfgroup.com](mailto:privacy@sdfgroup.com).

You have the right to lodge a complaint with a supervisory authority if you consider that the processing of your personal data is in breach of the GDPR.

#### **Compulsory or optional nature of providing data**

The provision of Data to the Data Controller is compulsory only for Data for which there is a legal obligation (i.e. established by laws, regulations, provisions of Public Authorities, etc.). In all other cases, you are free to decide whether or not to provide your Personal Data, provided that, where part of your Data is strictly necessary for the pursuit of contractual purposes, failure to provide such Data may make it impossible to provide the services you have requested.

#### **Consequences of refusal to provide data**

In the presence of a legal or contractual obligation to provide your Personal Data, refusal to provide your Personal Data shall not allow the Data Controller to carry out the operations entailing the processing of such Data, and this with all the consequences and damages to be borne by you. Therefore, if the Data are necessary or strictly instrumental to the performance of the contractual relationship, refusal to provide them may result in the impossibility of carrying out the operations connected with such Data (or, in any case, may result in delays in the performance of such operations). Any refusal to provide Personal Data functional to the activities of the Data Controller, other than those necessary or strictly instrumental to the performance of the contractual relationship, prevents the performance of such further activities but does not interfere with the performance of the ongoing contractual relationship.