



PERSONAL DATA PROTECTION POLICY

Under Article 13 of EU Regulation 2016/679, hereinafter GDPR (General Data Protection Regulation), M.M.B. S.r.l. (hereinafter MMB), the **personal data processing controller**, provides the following information on personal data processing.

We have drawn up this policy because respecting and safeguarding privacy are top priorities – not merely to meet legal obligations. We take the principal of transparency seriously and fully respect the trust you have placed in us.

1. **DATA PROTECTION OFFICER**

MMB has appointed a Data Protection Officer (hereinafter DPO) (under Article 39 of the GDPR), whose job includes monitoring compliance with the applicable data processing regulations. You can contact our DPO to exercise your rights under the GDPR at the following email address: rpdp@mmbsoftware.it.

2. **PURPOSES AND LAWFUL BASIS OF PROCESSING**

When acting as Data Controller, MMB handles personal data for the following purposes:

- A. to execute the contract and communicate relevant technical updates or legislative changes that may affect your business. If expressly requested, we process it to send promotional offers, explanatory materials, and related documentation on other services or products offered by MMB. In these cases, the lawful basis for processing is to take steps at the request of the data subject before entering into a contract, or to comply with a legal obligation to which the Data Controller is subject.
- B. to fulfil legal obligations (e.g. invoicing and bookkeeping, orders issued by the authorities or courts, etc.). This need provides the legal basis for the resulting processing. Providing the data required for these purposes is a legal obligation. Without the data, MMB would be unable to establish relations and could be obliged to report you;
- C. to protect MMB's rights, i.e. the Data Controller's legitimate interests, whether in court proceedings or in an out-of-court procedure;
- D. as you are our Client, we may use – in our legitimate interest and only if you do not deny us consent – any email address you provided at the time of sale to send you promotional material for automotive products/services from our company and third-party companies belonging to the MMB group, including sister, parent, subsidiary and associated companies. In such cases, no personal data will be transferred to third parties. If you do not consent to us using your data for this purpose, this will not affect provision of the requested products or services. Please note that you can revoke your consent at any time by submitting written notice to the Data Controller. You will find instructions for unsubscribing from our list at the end of the email messages we send you.
- E. under the principle of data minimisation, MMB may transfer your personal data to other companies within the MMB Group. These companies may contact you via automated means (such as email, fax, and SMS) and traditional channels (including mail and operator-assisted telephone calls) for commercial, promotional, and advertising initiatives, market research, and direct sales relating to their own products or services; the lawful basis for this processing is your explicit consent. Refusal to provide consent will not affect your access to the requested products or services. You may revoke your consent at any time by submitting a written notice to MMB and any third-party data controllers involved;
- F. to conduct aggregate statistical analyses of anonymised data with the aim of enhancing products and services and identifying development opportunities. The lawful basis is the Controller's legitimate interest in improving its available products and services and the Client's user experience;
- G. MMB reserves the right to anonymise and/or pseudonymise personal data processed, thereby exempting such data from the scope of data protection legislation. This enables further use of the data for additional business purposes.

When acting as a data processor, MMB handles personal data for the following purposes:

- H. to carry out preparatory tasks to aid the conversion or import of data archives owned by the Client. The lawful basis for this processing is the performance of the contract between MMB and the data subject. Any refusal to provide data, or the provision of incomplete or inaccurate archives, may prevent the execution of the contract or significantly impair the functionality of the software;
- I. to perform and provide services outlined in the signed User Licence and the accepted General Terms and Conditions of Contract, support and maintenance services, as well as Additional Services (such as: communication campaigns initiated by the Client via Postcards (paper letters), SMS, email; electronic invoicing through the e-Bill service; digital signature activation via the e-Sign service; e-Ticket Support; PACconnect – and related services.



3. DATA SUBJECT TO PROCESSING

In addition to company-related data – such as the company name, VAT number, operating headquarters address, telephone numbers, email and/or certified email (PEC) addresses, banking and payment details, and contact IP address – the following categories of personal data may also be processed:

- A. a list of dealings that have taken place between the parties by means of email, PEC, fax and verbal requests which may have been made by telephone or opening support tickets;
- B. personal details – such as name, surname, tax code, professional role or duties – of one or more individuals employed by your company who interact with MMB to fulfil the contract. This includes any direct telephone number (landline or mobile) voluntarily provided by the individual to facilitate and enhance performance of the contract;
- C. personal details (first name, surname, address, tax code, other optional data), contact data (telephone numbers, email addresses) and vehicle data (licence plate, type of operation, date of service, etc.) of end customers concerned;
- A. traffic data relating to SMS or email communications sent by the Client (recipient's telephone number, date and time of transmission and receipt, confirmation of receipt, sender's IP address, communication delivery time). The actual content or text of these communications is not processed.

4. DATA RECIPIENTS

Processed data strictly required to perform the contract may be disclosed to:

- A. third-party companies that provide legal, bookkeeping and/or administrative advice and will operate exclusively in full compliance with instructions provided by MMB as Data Processors.
- B. companies belonging to the MMB group, including sister, parent, subsidiary and associated companies for administrative and commercial purposes.
- C. oversight bodies, judicial authorities and all entities to which disclosure is mandatory by law (Article 6(1)(c) of the GDPR), e.g. the tax authorities.

To obtain a full list of the data processors, you may contact the Data Controller at any time using the contact details provided at the end of this document.

5. DATA TRANSFER

For the performance of certain activities, which require the processing of personal data of a common nature, we use the cloud services of our suppliers that involve transferring data to countries outside the EU, specifically to the USA. The data transfer is lawful, as it is based on the European Commission's adequacy decision governing transfers to the United States. The providers involved in the non-EU data transfer (see link below) – acting as data controllers or sub-processors under Article 28 of the GDPR – comply with the EU-US Data Privacy Framework. Furthermore, in the event that the guarantee fails or if no adequacy decision has been issued by the European Commission, contracts signed with suppliers incorporate the Standard Contractual Clauses (SCCs) adopted by the Commission (Article 46 of the GDPR 'Transfers subject to appropriate safeguards'). You may obtain a copy of the aforementioned guarantees by making a specific request to the Data Controller in the manner indicated in the section on rights of the data subject, or by clicking on the following links:

<https://www.salesforce.com/eu/blog/2021/09/salesforce-dpa-update-contractual-clauses> (Schedule 1)

<https://cloud.google.com/terms/sccs>

<https://stripe.com/it/guides/general-data-protection-regulation#trasferimenti-internazionali-dei-dati>

6. STORAGE PERIOD

Your data will be processed throughout the contractual relationship established and also thereafter for the fulfilment of all legal obligations. The data provided will be stored in our archives according to the following parameters:

- A. for administrative, accounting, contractual, and dispute management activities: from 5 to 10 years as established by civil law and by the rules governing tax powers and inspections, unless an extension is justified by specific reasons (e.g. in the event of disputes or inspections by the competent authorities);
- B. to contact you for promotional purposes until you deny us this facility by exercising your right of objection and/or cancellation at any time.
- C. any data contained in imported archives that could not be successfully processed will be promptly deleted upon completion of the relevant operations;
- D. traffic data related to communication campaigns initiated by the Client and aimed at the relevant End Customers, generated via SMS or email services, will be retained for a maximum period of 6 months (solely for the purposes of invoicing the Client, or for payments in the event of interconnection, in accordance with the provisions of Article 123(2) of Legislative Decree 196/2003) and subsequently aggregated anonymously for statistical purposes. A longer retention period may be applied in the event of a dispute, including in court proceedings. In any case, the content of the texts sent, whether via SMS or email, will be deleted upon successful delivery of the message.



- E. Personal data relating to the content of Postcards sent will be retained for 3 months from their delivery for dispatch; thereafter, only the metadata (message transmission data) will be retained for up to 6 months, after which they will be aggregated solely by sender (with all other elements anonymised) and used for statistical purposes

7. AUTOMATED PROCESSING

The company does not carry out processing based on automated decision-making, including profiling, which could have a legal impact on you or which may significantly affect you.

8. RIGHTS OF THE DATA SUBJECT

You are entitled to exercise your rights at any time (Article 15 et seq. of the GDPR), in particular:

- A. you can confirm whether or not we hold personal data concerning you and, if we do, you can request information on:
- all available information on their origin;
 - the purposes of the processing and its legal basis;
 - the recipients of your personal data and how they are protected during transfer, as well as the aim pursued and the limitations imposed on the recipient;
 - the intended period for which your data will be stored;
 - the rectification of inaccurate data including the completion of incomplete personal data;
 - restriction, or withdrawal of your consent to the processing;
- B. you may also object (Article 21 of the GDPR) to the processing of your data;
- C. you may request the deletion of your personal data (Article 17 of the GDPR). A request for deletion will be met only be made if storage is not compulsory under a European Union or Member State law. In this case, processing will be carried out solely for the purposes set out in Article 2(B) of this policy;
- D. you may obtain a copy of your data in a structured, commonly used and machine-readable format that you can also use to send those data to third parties;
- E. if you consider that your data are being processed in breach of the GDPR, you may refer the matter to the Italian Data Protection Authority www.garanteprivacy.it.

You may assert your rights by contacting our DPO, using the email address we have provided above, or by using the following email address: trattamentodati@mmbsoftware.it. You may also exercise your rights using the form made available by the Italian Data Protection Authority at <https://www.garanteprivacy.it/home/docweb/-/docweb-display/docweb/1089924>.

9. AMENDMENTS

MMB may supplement and/or update this privacy policy in order to incorporate Italian and/or EU regulatory changes that may affect the applicable privacy legislation. Check the MMB website regularly for updated versions of our policy. MMB will inform you of any material amendments to this policy by publishing the changes on our Company website.