

PRIVACY POLICY
(Art. 13 EU Reg. 679/2016)

Pursuant to the European Regulation on the processing of personal data 679/2016 ("GDPR"), we hereby inform you that the personal data provided by you (hereinafter the "Personal Data") for the participation to **Lavazza Supplier Coffee Links 2026** event (hereinafter the "Event"), which will be held on 25th November 2026, will be processed by Luigi Lavazza S.p.A. (hereinafter "Lavazza") in the manner set out below.

Data Controller. The Data Controller is Luigi Lavazza S.p.A. with registered office in Turin - Via Bologna, 32, in the person of its pro tempore legal representative.

Personal Data processed. i) common and identification data; ii) contact data; iii) images and/or video.

Data Subjects: Participants in the Event.

Data Protection Officer - DPO. In compliance with the provisions of the GDPR, the Data Controller has appointed a Data Protection Officer who can be contacted at the following address: PrivacyDPO@lavazza.com

Data Processors. Your Personal Data may be processed by companies appointed, as Data Processors, to carry out activities related to the processing of such data on behalf of Lavazza. The Data Controller has drawn up a list of Data Processors, which is constantly updated and which it makes available to you by contacting the e-mail address given in this Privacy notice.

Purpose and legal basis of processing. Your Personal Data will be processed by Lavazza for the following purposes: i) management of registrations and consequent accreditation for participation in the Event; ii) management of the sending of the gift; iii) sending service communications containing information and details relating to participation in the Event; iv) for the purpose of taking photographs and video recordings for institutional, public relations purposes within the scope of publications and materials relating to Lavazza, its history and in general dedicated to projects carried out by Lavazza over time such as exhibitions, shows, museum settings and installations in general. Your Personal Data may be processed, in Italy and/or abroad, in any printed and/or audio-visual form, through any means of dissemination, including photographic archives freely available online on Lavazza websites and through Lavazza's social network accounts (i.e., LinkedIn).

The legal basis for purposes i); ii) and iii) is the legitimate interest of the Data Controller.

The legal basis for purpose iv) is the authorization of the data subject. The provision of Personal Data is optional. Should you not wish to appear in the photographic pictures and/or video recordings, we invite you to stay outside the scope of the shooting.

Nature of processing. The provision of Personal Data is optional. However, failure to provide Personal Data will not allow you to participate in the Event.

Recipients of the Personal Data. Your Personal Data may be communicated to subjects who have legitimate access to them to fulfil the above-mentioned purposes or by virtue of provisions of the law, regulations, or EU legislation.

Storage period of data. Your Personal Data will be processed by Lavazza for the period necessary to fulfil the above purposes and will then be deleted. Image and video will be stored in the Lavazza historical archives and will be retained indefinitely.

Processing methods. The Personal Data will be processed in compliance with the provisions of the regulations in force regarding the processing of personal data both with the aid of electronic and automated means and manually. Your Personal Data will be processed in such a way as to guarantee maximum security and confidentiality and only by persons trained and authorised to process them. The Data Controller adopts appropriate technical and organisational measures to ensure a level of security appropriate to the risk of processing.

Rights of data subjects and methods of exercising rights. Data subjects have the right to exercise the rights set out in Articles 15-22 of the GDPR. For any information / request relating to the processing of personal data and the exercise of your rights, you may write to PrivacyDPO@lavazza.com

Authorisation to use images and videos. Pursuant to Law no. 633/1941 on copyright, you hereby authorise Lavazza to use and disclose Images and/or video footage taken during the Event, relating to your person, for promotional and/or corporate institutional purposes, for an unlimited period of time, with full release effect and without limitation of place. Your Images and/or video footage may only be disclosed for the purposes indicated above and, in the manner, set out in this Information Notice. The aforementioned authorisation is valid as a waiver of any future rights and/or claims for any reason and/or title following the publication and is understood to be given both to the operator and to its successors and/or assigns including its designated representatives. It is of course understood that this authorisation is granted free of charge and that nothing will therefore be due in respect of such possible use and/or disclosure.