



Privacy Policy

Please be informed that Automobili Lamborghini S.p.A. in its quality of data controller ("Lamborghini") will process your personal data in for the purposes specified below in accordance and in compliance with the EU Regulation 679/2016 (General Data Protection Regulation, the "Regulation").

Purposes and legal bases of processing. Consequences of not providing your personal data

Lamborghini collects and processes the personal data you provide for the following purposes:

- a) management of the relationship with the data subject, as well as for the provision of information, assistance, and services requested;
- b) for marketing purposes related to market research and customer satisfaction surveys, as well as sending promotional material on products, services, and events offered by Lamborghini.
- c) for reasons of safety and protection of the corporate assets, which the vehicles are part of, by means of the "GPS" system installed on the vehicles which is designed to detect their position ("GPS System").

It is necessary to provide the personal data for the purposes specified in letter a), since your refusal to provide personal data may prevent you from receiving the information, assistance, and services requested. Collection of the abovementioned information is connected to the pursuance of the legitimate interest of Lamborghini for its organizational and productive needs.

The provision of your consent to the processing of your data for the purposes specified in letter b), subject to your express consent, is required in order to be contacted by Lamborghini and its sales and service network for marketing purposes: your refusal to provide your consent will prevent you from being involved in market research and/or customer satisfaction surveys, and receiving promotional material on products, services, and events offered by Lamborghini.

The disclosure of data relating to the position, subject to your express consent, is necessary for the purposes specified in letter c) above. Your refusal to provide such data will make it impossible to use the vehicles.

Methods of processing and storage of personal data

Lamborghini processes your personal data either with or without electronic tools, and in any case in compliance with the security requirements requested by applicable laws. Only duly authorized Lamborghini personnel will have access to your personal data.

Your personal data will be kept for the time strictly necessary to achieve the purposes they have been collected for and in order to comply with applicable law and regulatory obligations. The data will be either deleted or permanently anonymized once the abovementioned purposes have been achieved, unless Lamborghini is required to keep the data for a longer period due to law or regulatory obligations.

Disclosure of your personal data to third parties

According to the Regulation, your personal data obtained from time to time for the purposes specified in letter a), may be disclosed to companies belonging to either the Volkswagen Group, to which Lamborghini belongs, and/or Lamborghini's sales and service network (such as branches, importers, distributors, dealers, service centers), possibly based in countries not belonging to the European Union. However, such transfer to third parties countries will comply with the provisions of the Regulation, by means of the implementation of all necessary measures to ensure the security of the data transferred, including the execution of contractual agreements based on the standard contractual clauses developed by the European Commission.

Your personal data will not be disseminated. It is understood that Lamborghini will not disclose your data to third parties for the marketing purposes specified in letter b).

Controller and Data protection officer

Automobili Lamborghini S.p.A., with registered office in via Modena 12, 40019 Sant'Agata Bolognese (BO), Italy is the Data controller. The Data protection officer is domiciled in the Data controller's offices and can be contacted at the following email address: dpo@lamborghini.com.

Your rights

You can contact Lamborghini at the following phone number +39.051.9597282 or via email at privacy@lamborghini.com, in order to obtain an updated list of our Processors and the persons and entities to which data is disclosed, as well as to exercise your rights under articles 15-22 of the Regulation at any time, e.g. obtain confirmation as to whether or not personal data concerning him or her exists, check its content, source, request data portability, restrict the processing, object to the processing on legitimate grounds, such as object to marketing activities. You have the right to revoke your consent at any time, as well as to lodge a complaint with the supervisory authority (Garante per la Protezione dei Dati Personali).

☐ I Give my consent

for the processing of my personal data by Lamborghini for marketing purposes by means of both automated tools (email, sms, mms, fax, autoresponders) and non-automated tools (mail, phone) and market research and customer satisfaction surveys, as specified in letter b) of the section "purposes of the processing".

☐ I Give my consent

for the processing of personal data relating to my position collected through the GPS System.

Date _____

Signature _____

Print Name _____