

INFORMATION NOTE ON THE PROTECTION OF PERSONAL DATA 2014

(pursuant to article no.13 of the Legislative Decree, 30 June 2003, no. 196-"Privacy code")

Dear Sir or Madam, we wish to inform you that the processing of the data you provided shall be based on the principles of correctness, lawfulness, transparency and protection of your confidentiality and in particular:

1. data processing is performed for the following purposes:

personal identification data shall be processed:

1.1 as regards the **information report**, to manage your personal data by way of the "Contact us" form on the website www.eatalyworld.it to send, also electronically, information or communication material, also on a regular basis, in relation to the activities and services concerning FICO Eataly World.

also non-identification personal data shall be processed:

1.2 as regards **loyalty**, in order to identify and award the commercial benefits and promotions related to the activities and services detailed in paragraph 1.1;

1.3 as regards **profiling**, in order to allow for - by means of specific databases - the analysis of consumption habits and choices, the definition of individual or group commercial profiles, that allow offering better services and/or offers specifically targeted at you, also in sectors that are different but related to activities and services detailed in paragraph 1.1;

1.4 as regards **direct marketing**, in order to allow - by means of specific databases - establishing contacts in order to send advertising material, offer direct sales or carry out market surveys or commercial communication activities, both using traditional systems [i.e. paper format, or via an operator] and automated information systems [i.e. e-mail, SMS or MMS] or other types of means to offer the acquisition of goods and/or services also not directly concerning the activities detailed in paragraph 1.1, but related to them.

The processing activities might include the communication to specific subjects as detailed in paragraph 4.

Data processing might be performed by using the form, telephone or IT contacts, also via web, or dispatching specific communications by post.

2. Processing is carried out with the following methods: main processing via IT means, as well as manual and paper means. Suitable security measures are complied with in order to prevent data loss, illegal or improper uses and unauthorized accesses, in compliance with minimum security measures.

3. It is up to you to decide whether to provide your data, however should you refuse to provide them it may be impossible to establish fully or in part and/or develop the information report [1.1], or alternatively to grant commercial and/or promotional benefits [1.2 loyalty] as well as the analysis [1.3 profiling] and the proposals [1.4 direct marketing].

4. Data processing provides for the non disclosure but the possible communication to:

third parties

4.1 in order to perform at best the activities and services detailed in paragraphs 1.1 [information report] and 1.2. [loyalty] 1.3 [profiling] and 1.4 [direct marketing] to: subsidiaries, affiliated and investee companies of the Controller or its external processors, postal and electronic communication services, insurance and/or financial companies, direct marketing companies, consulting and/or statistical research companies

internal subjects

4.3 in order to perform at best the activities and services as per this information note to: all those appointed Managers and Persons responsible of the Controller and external Managers because of their managing activities related to the following areas: communication, finance, marketing, legal issues, fiscal issues, administration, information systems, HR management.

5. The processing controller is: The controller for the personal data processing covered by this Information note is Eatalyworld Srl, P.I. 03409851205, having its office in Bologna, Via Paolo Canali, 1. Internet site www.eatalyworld.it , e-mail info@eatalyworld.it to which you can address any enquiry at any moment to exercise your rights as detailed in paragraph 8.

6. External processing managers: those appointed are InfoCamere S.c.p.a having its office in Rome, Via G.B. Morgagni 13.

The updated list of external processing managers is available upon request via e-mail at the following address: info@eatalyworld.it to which you can address any enquiry at any moment to exercise your rights as detailed in paragraph

7. Data storage and security measures Data shall be stored for as long as provided for by the applicable law, exclusively on servers located in Italy and at the registered office of the external processing manager InfoCamere S.c.p.a having its office in Rome, Via G.B. Morgagni 13.

We also wish to inform you that the above mentioned data shall be collected, processed and stored in full compliance with what is provided for as regards security measures.

Should you decide not to enable the registration of your data from the registration form, notwithstanding the specific law obligations concerning the storage of documents concerning the commercial relationship, your data shall be subject to an automatic deletion within a maximum period of three months, also by subjects as per paragraph 4 to whom said data may have been communicated for loyalty [1.2] profiling [1.3] or direct marketing [1.4] reasons.

8. Rights of data subjects

At any time, you are entitled to: obtain confirmation of the existence of your data (or lack thereof) and to be privy to their content and origin; verify their accuracy or have the data updated, corrected or supplemented; require the deletion, transformation into anonymous form or blocking of the data that are processed in violation of the law, as well as to object, in any case, for legitimate reasons, to processing. You are entitled, for the purposes of the direct marketing, to object fully or in part both to traditional and automated information means (art. 7 of the Legislative Decree 196/2003 -Code concerning the protection of personal data).

Requests to be sent to: via e-mail, to the address info@eatalyworld.it or via post to: Eatalyworld Srl, P.I. 03409851205, having its office in Bologna, Via Paolo Canali, 1