

Moby Card Privacy Statement

Dear User, Regulation (EU) 2016/679 (“GDPR”) guarantees that the processing of personal data is carried out in compliance with the fundamental rights and freedoms and the dignity of the data subject, in particular with regard to confidentiality, protection of personal identity, and the right to data protection.

In accordance with Article 13 of the Regulation, we inform you that the personal data you provide to our company will be processed in accordance with the aforementioned legislation and the confidentiality obligations applicable to our business activities pursuant to Article 4 of the Regulation. Specifically, we would like to inform you of the following:

1. Data Controller The data controller is Moby S.p.A., located at Via Larga 26, 20122 Milan, Italy. The controller has appointed a Data Protection Officer, who can be contacted at the following email address: dpo@moby.it.

2. Purpose of Data Processing Moby S.p.A. We collect and process personal data (surname, first name, date of birth, email address, telephone number, etc.) for the following purposes:

A) Managing registration for and use of the Moby Card program;

B) Promoting loyalty programs, in particular by providing benefits related to using the Moby Card, such as special offers and discounts for Moby Card users, participation in prize draws within the program, etc.;

C) Handling information and support requests, as well as complaints and disputes related to the program;

D) Fulfilling accounting and administrative obligations related to program management.

The legal basis for processing for the purposes mentioned in a), b), and c) is the performance of the contract to which the data subject is a party (Art. 6 para. 1 lit. b) GDPR). Providing this data is voluntary. However, refusing to provide the data will prevent your registration and participation in the program, the receipt of associated benefits, and the proper handling of support requests and complaints/disputes.

The legal basis for processing data for the purposes mentioned in point d) is the fulfillment of legal obligations (Art. 6 para. 1 lit. c) GDPR). Providing the data is mandatory for this purpose. Refusal to provide the data will prevent us from fulfilling our legal obligations.

3. Disclosure to Third Parties

The aforementioned purposes may also be achieved by transferring data to third parties. This means that these third parties are authorized to process the data, as they are responsible for providing certain technical services supported by Moby S.p.A. The names and addresses of these third parties are available upon request.

4. Dissemination and Transfer of Data Abroad

The personal data of the data subject will not be disseminated or transferred abroad.

5. Processing Methods

Moby S.p.A. processes personal data of data subjects lawfully and fairly, ensuring its confidentiality and security. Processing is carried out manually, using computer-assisted methods and electronically, employing organizational methods and logic closely related to the stated purposes.

6. Retention Period

Personal data processed for the purposes mentioned in points a) and b) will be stored for the entire duration of your membership in the Moby Card program, unless further storage is required. Personal data processed for the purposes mentioned in point c) will be stored for the entire duration of the complaint and/or court proceedings until the expiry of the time limits for asserting legal remedies and/or appeals. Personal data processed for the purposes mentioned in point d) will be stored for a period of 10 years in accordance with applicable accounting and tax regulations.

7. Rights of the Data Subject

In connection with the processing of personal data, the data subject has the rights set out in Articles 15 et seq. of the Regulation. These include the following rights:

1. Access to the following information:

A) Purposes of the processing;

B) Categories of personal data processed;

C) Recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organizations;

D) The right to request from the controller the rectification or erasure of personal data concerning him or her, or the restriction of processing, or to object to such processing; rectification means: the correction of inaccurate personal data without giving reasons.

2. Right to erasure

A) Completion of incomplete personal data, including by means of a supplementary statement;

3. Right to erasure of your personal data without undue delay where:

A) the data are no longer necessary for the purposes for which they were collected or otherwise processed;

B) Your consent has been withdrawn and there is no other legal basis for the processing;

C) You object to the processing and there are no overriding legitimate grounds for the processing;

D) The personal data have been unlawfully processed;

E) The personal data must be erased to comply with a legal obligation;

F) The personal data have been collected in connection with the provision of information society services;

4. Restriction of processing:

A) If you contest the accuracy of the personal data, for a period enabling the controller to verify the accuracy of the personal data;

B) If the processing is unlawful and the data subject objects to the erasure of the personal data and requests the restriction of their use instead;

C) If the personal data are required by the data subject for the establishment, exercise or defence of legal claims, even if the controller no longer needs the data for the purposes of the processing;

D) If you object to the processing pursuant to your right to object;

5. To receive notification of the rectification or erasure of personal data or the restriction of processing;

6. Data portability, i.e., the right to receive your personal data in a structured, commonly used, and machine-readable format and to transmit this data to another controller, provided that:

A) the processing is based on the data subject's explicit consent for one or more specific purposes or on a contract concluded with the data subject, and

B) the processing is carried out by automated means;

7. You may object to the processing of your personal data at any time on grounds relating to your particular situation.

You may exercise your rights in writing to the data controller, Moby S.p.A., Via Larga 26, Milan, or to the Data Protection Officer at dpo@moby.it.