

Privacy Notice

Pursuant to article 13 of the *Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data* (hereinafter “GDPR”), this Privacy Notice is issued to Data Subjects who wish to register on the platform accessible at the URL: challenges.reply.com (hereinafter, “Platform”).

Provided that the registration to the Platform is free (subject to the necessary connection to the Internet with normal tariff plan), the Platform aims to allow Registered Users to test their skills in Information Technology (e.g., software programming, problem solving, etc.) or in the Digital Content (e.g., digital marketing, digital advertising, digital media, social media, etc.), individually or in teams, both through the section called Training Area and to demonstrate them during a Challenge (if organized by Reply S.p.A. and published on the Platform, under the specific Terms & Conditions dedicated to the Challenge).

It is strongly recommended that the Data Subject frequently consults this document, in order to know the possible variations or modifications that could be made to it, mainly due to regulatory changes.

Data Controller - Who we are

Reply S.p.A., with registered offices in Torino, Corso Francia, 100 - Tax ID: 9757921001 and VAT number: 08013390011 is the Data Controller of your personal data (hereinafter “Data Controller” or “Reply”).

This means the Reply decides how personal data are processed and for what purposes.

Within the Reply Group 3 Data Protection Officers have been designated.

- The “Italy DPO” is Alberto Canadè, Via Robert Koch, 1/4 20152 - Milan – ITALY
- The “Germany DPO” is Joerg Woste, Bartholomaeusweg 26 33334 Guetersloh – GERMANY
- The “UK DPO” is Richard Veryard 38 Grosvenor Gardens London SW1W 0EB – UK

Your personal data – What they are

As per definition of the GDPR, *‘personal data’ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.*

This means the data by which the Data Subject, as natural person, can be identified. Identification can be by the information alone or in conjunction with any other information in the Data Controller’s possession or likely to come into such possession. If the subject will complete the registration, through the online form available previously to access the functions offered by the Platform, Reply will process his/her personal data as per this Privacy Notice, in compliance with GDPR.

Data processing

For the processing of personal data, we mean, pursuant to article 4 of GDPR: *any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.*

Such data will be processed with the support of IT or telematic means and/or manual modalities for the purposes described below.

Use of the Platform (primary purposes): legal basis for the data processing

The processing of the requested personal data that the Data Subjects must provide during the registration procedure through the Platform, pursues the purposes of:

- allowing the subject to use the services offered by the Platform, including the Training Area;
- make it possible for the Data Subjects to accede to a possible Challenge that takes place in accordance with the relevant Terms & Conditions;
- allow the Data Subjects to request support during the eventual development of a Challenge;
- update the Data Subject, including by e-mail, regarding new technical contents published on the Platform (for this purpose, it is specified that the Platform does not provide for the publication of banners or advertising content aimed at

selling products or services).

The legal basis for the processing activities is the fulfillment of the request of users registered to “Code Challenge” initiative. The above registration procedure consists in filling out an online form in which it is required to indicate personal data - some to be entered obligatorily and others (including the so-called ‘Avatar’ consisting in a graphic icon or a photo of the Data Subjects) optionally - for the activation of access credentials (login + password) with which the Data Subjects will be identified at subsequent accesses. Therefore, the fulfillment of the registration procedures, the creation of the access credentials, the enrollment procedures, the consequent technical and administrative management of the Platform, including the technical or operational assistance that may be requested by the Data Subjects for the sections of the Platform where it is planned are included as part of the processing.

If the Data Subject decides, freely and optionally, to enter the ‘Avatar’ during the registration procedure must be aware that the Avatar will be part of his account on the Platform and will be visible by the other users of the Platform.

In any case, personal data may also be processed to fulfill the obligations provided for by Italian or EU legislation, as well as for civil, accounting and tax purposes, in particular related to the performance of a possible Challenge. In this case, the legal basis for the processing activities by the Data Controller is the need to fulfill a legal obligation to which the Data Controller is subject.

Mandatory or optional consent for the pursuit of the primary purposes of data processing

In order to pursue the primary purposes of the processing, in the manner described above, the Data Controller is not obliged to acquire the specific consent to the processing of data of the Data Subjects, as the processing is necessary to fulfill regulatory or contractual obligations related to the provision of functionality offered by the Platform and a possible Challenge. If the Data Subject did not intend to provide the personal data requested and necessary based on the above, it would not be possible to register with the Platform and use the related functionalities.

Communication and dissemination of personal data for the pursuit of primary purposes of data processing

In all cases related to the primary purposes of the processing and in particular in the case where a Challenge is organized, the Data Controller may communicate personal data to third parties to whom communication is necessary for the fulfillment of the provisions of the relevant Terms & Conditions and Waiver as well as the current legislation in this area, including: companies or individuals involved in the Challenge, companies or professional firms that provide Reply with assistance or advice in accounting, administrative, legal, tax and financial matters relating to the Challenge, etc.

In addition, for the pursuit of the primary purposes, the data may be disclosed to any other third party when the communication is mandatory by law or in compliance with the provisions, in the case of a Challenge, the relevant Terms & Conditions and Waiver.

The subjects or categories of subjects who may become aware of the personal data, as data processor or persons in charge of the processing, are:

- employees of the Data Controller appointed as persons in charge of the processing and/or system administrators;
- third parties who provide Reply with support activities in the organization and management of all the obligations related to the management of the Platform and of a possible Challenge, appointed as Data Processors.

All the third parties that will process the data as Data Processor guarantee that will not process the data for purposes different from the ones above described, as per the specific contract or other legal act by which the Data Processor appointed the Data Processor.

Finally, in the event of a Challenge providing for the assignment of rights on computer programs, in this case transferred by the only subjects that, pursuant to the Terms & Conditions, have been selected for this purpose obtaining the corresponding payment in kind provided, the data personnel consisting of the name and surname of these subjects will be disseminated as authors of the work (being the moral right on the software code that constitutes it - as a work consisting of a computer program - inalienable, imprescriptible and indispensable).

The personal data of the Data Subject will not be disseminated for different purposes.

Potential recruitment activities (secondary purposes): legal basis for the data processing of data processing

Personal data collected for the primary purposes described above could also be processed using computer or manual methods, to contact the data subject for potential recruitment activities by the Data Controller.

To proceed with the treatment for the aforementioned purposes, it is mandatory to acquire a specific, separate, optional, free and informed consent by the Data Subject. In this case, the legal basis for the processing activities by the Data Controller is

the consent of the Data Subject.

By consenting to the aforementioned processing, the Data Subject therefore acknowledges that such purposes of recruiting the personnel entail the right, for the Data Controller, to contact the Data Subject either by telephone (by operator) or by e-mail.

The ability for the Data Subject remains in place, in addition to being able to totally revoke his consent to the processing, to communicate his will to receive the aforementioned communications only by one of the contact information (telephone or e-mail). This communication will be sent to the address of the Data Controller as indicated below.

Mandatory or optional consent for the pursuit of secondary purposes of data processing

The consent to the processing for secondary purposes of recruitment of personnel, by the Data Subject is absolutely elective and optional.

Therefore, even in the absence of such consent, the Data Subject can still register and use the features offered by the Platform.

Place, data retention periods and additional information

The Platform, through which the collection, storage and processing of personal data for the purposes set out in this Notice is carried out, is installed on a cloud system located within the European Union.

The data will be retained for the period defined by the reference legislation (five-year or ten-year terms for the conservation of documents and related data of a civil, accounting and tax nature as required by the current laws) and for the period necessary to perform the services offered by Platform or lower term, if the Data Controller receives from the Data Subject a revocation of consent and/or request for erasure (provided that, in case of request for erasure, will be less, for the person concerned, the ability to access the Platform).

With reference instead to personal data processed for secondary purposes, the same will be retained for 24 months from collection or lower term if the Data Controller receives from the Data Subject revocation of consent and/request for erasure. All data collected will not be subject to any automated decision-making process, including profiling.

Extra EU Data Transfer

Data may be transferred abroad to countries outside the EU for managing the communications with users.

In the absence of an adequacy decision by the European Commission regarding the level of safeguard assigned to data subjects by these countries, pursuant to art. 45 of the GDPR, the transfer shall undergo the prior signature of the standard contractual clauses adopted / approved by the European Commission pursuant to art. 46, 2, lett. c) and d) in order to protect your data.

Exercise of rights by Data Subject

The data subjects can ask to Data Controller the access to data concerning them, rectification of inaccurate data or integration of incomplete data, erasure of data, restriction of processing activity in the cases provided by art.18 GDPR; to receive data in a structured, commonly used and machine readable format, as well as, if technically possible, to transmit data to other data controller without hindrance, in the cases in which the conditions for the exercise of data portability right are present, according to art. 20 GDPR (processing is based on the consent pursuant to art. 6.1 lett. a) or art. 9.2 lett. a) or on a contract pursuant to point (b) of art 6.1 GDPR or in the case in which processing is carried out by automated means). Data subjects have the right to object, for reasons connected to their particular situation, the processing activity for pursuing the purposes based on the legitimate interest of the Data Controller.

The Data Subjects have also the right to lodge a complaint with the Italian Data Protection Authority, following the procedures and indications published on the Authority's official website on www.garanteprivacy.it.

Any corrections or cancellations or limitations of the processing performed at the request of the Data Subjects, except in cases where this proves impossible or involves a manifestly disproportionate means, will be communicated by the Data Controller to each of the recipients to whom the personal data was transmitted. The Data Controller of the information may inform the recipient of these recipients on request. The exercise of these rights is not subject to any form constraint and is free of charge.

The address to write to exercise the rights is:

by e-mail: challenges@reply.com

or

by mail: to Reply's registered office