

Last updated on March 11, 2021

PRIVACY POLICY

This **Privacy Policy** describes how Ferrari North America, Inc. (“**FNA**”, “**FNA**”, “**us**”, “**our**”) collects your personal information, how FNA uses this personal information, with whom FNA shares your personal information, and your choices in connection with this.

(1) APPLICABILITY OF PRIVACY POLICY

This Privacy Policy applies to personal information collected by FNA, as you use FNA websites fnaevents.ferrari.com and events.media.ferrari.com (collectively, the “**Websites**”), participate in FNA events, or interact with us in any other way.

To learn more about Ferrari’s information practices generally, please see the Ferrari S.p.A [Privacy Policy](#) and the Ferrari Store [Privacy Policy](#).

(2) COLLECTION OF YOUR PERSONAL INFORMATION

FNA collects personal information, which is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with you. FNA collects information from you directly and automatically.

(A) Information You Provide To Us

If you choose to engage in certain services offered by FNA, FNA will collect personal information from you. This includes when you:

- **Apply for employment.** If you apply for employment with 410 Park Display, Inc. we will collect your personal information as detailed in our Applicant Notice. This information includes your identifiers (name, email address, physical address, and telephone number), and your professional or employment information (resume, cover letter, employment history, and educational history). We use this personal information to manage and consider your application with 410 Park Display, Inc. and as necessary to comply with the law.
- **Contact us.** When you send FNA a question or inquiry, or ask for other support, you will need to provide us with personal identifiers (name and email address), and any other information you choose to provide in your correspondence. FNA uses this personal information to respond to your questions or inquiries, troubleshoot where necessary, and address any issues you have with the Websites or the services offered thereon.
- **Create an FNA events account.** If you create an account, FNA will collect your personal identifiers (name, email address, and telephone number). Once your owner account is created, FNA will also store your password. FNA use this personal information to create and manage your account.
- **Enroll in the Ferrari Classiche Certification Program.** If you enroll into the Ferrari Classiche Certification Program, FNA will collect your personal identifiers (name, physical address, telephone number, and email address) and commercial information (vehicle purchased, vehicle technical specifications, and vehicle photo). FNA uses this personal information to enroll you into the Ferrari Classiche Certification Program.

- **Participate in test drive events.** When you participate in a FNA test drive event, FNA will collect your personal identifiers (name, physical address, telephone number, email address, driver's license number, emergency contact information, and signature). FNA uses this personal information to complete your registration, manage the test drive event, and to ensure the safety of participants.
- **Register for the Corso Pilota program.** If you register for the Corso Pilota program, FNA will collect your personal identifiers (name, driver's license number, telephone number, and email address). When you participate in the Corso Pilota program, FNA will also collect visual information (photographs during the program) and the results of your program evaluation. FNA uses this personal information to complete your registration and to manage the program.
- **Register for the Ferrari Challenge.** If you register to participate in the Ferrari Challenge, FNA will collect your personal identifiers (name, driver's license number, physical address, email address, telephone number, date of birth, emergency contact information, and signature). FNA uses this personal information to complete your registration, manage the Ferrari Challenge, and to ensure the safety of participants. If you purchase a hospitality pass, our third-party payment processor will collect your payment card information (payment card number, CVV, and expiration date) on our behalf. We use this personal information to manage your purchase and provide the hospitality pass.
- **Subscribe to marketing communications.** If you opt-in, FNA may also use the personal information described in this section, collected as part of the various interactions listed above, to send you customized marketing communications FNA feel may be of interest to you and engage in market research. For email marketing, you may unsubscribe at any time by clicking the unsubscribe link provided within each email. This link will redirect you to our consent management page where you can opt-out of our email communications. For text message marketing, you can opt-out by replying STOP to any of our marketing text messages.

With your consent, FNA may use the personal information as described in this section to improve FNA products and services via profiling. In doing so, FNA will create a profile about you reflecting your preferences and your behavior through automated processing methods. FNA may also use the personal information described in this section to comply with the law, to efficiently maintain our business, and for other limited circumstances as described in **HOW WE SHARE YOUR PERSONAL INFORMATION**.

(B) Information Collected From Authorized Ferrari Dealers

Authorized Ferrari dealers collect certain personal information on behalf of FNA. If you make a purchase at an authorized Ferrari dealer, or visit an authorized Ferrari dealer for repair or service, the dealership will collect on FNA's behalf personal information from you. This is detailed in Ferrari's After-Sales Notice and Sales Notice available [here](#).

(C) Information Collected Automatically Via Cookies and Tracking Technologies

In addition to the personal information you provide directly and to that which is collected from Authorized Dealerships, FNA may also collect information from you automatically as you use our Website. This information includes the following internet or other electronic network activity information and location information:

- **Usage information.** This includes information regarding your interaction with our Websites, such as which pages you visit, the frequency of access, how much time you spend on each page, what you click on while on the Websites, and referring Websites addresses.
- **Device information.** This includes certain information about your device that you use to access our Websites, such as browser type, browser language, hardware model, operating system, and your preferences.

- **Location information.** This includes information about your location, which may be determined through your IP address.

To collect this information, FNA use cookies and other tracking technologies. Cookies are small pieces of text sent by your browser to your device. Cookies can be persistent (cookies that remain on your device for a set period of time or until you delete them) or session (cookies that are deleted as soon as you close your browser). When you use or access the Websites, FNA and our third party providers may place a number of cookies on your device. These cookies include:

- **Essential.** FNA use essential cookies to authenticate users, prevent fraudulent use of the Websites and to allow the Websites and its feature to function properly.
- **Functional.** FNA use functional cookies to provide enhanced functionality and personalization, to remember your preferences, to diagnose server and software errors, and in cases of abuse, track and mitigate the abuse.
- **Analytics.** FNA use Google Analytics to collect information on your use of the Websites to improve our Websites. In order to collect this information, Google Analytics may set cookies on your browser, or read cookies that are already there. Google Analytics may also receive information about you from applications you have downloaded that partner with Google. FNA do not combine the information collected through the use of Google Analytics with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to our Websites or to another application which partners with Google is restricted by Google's [Terms of Use and Privacy Policy](#). To prevent your data from being used by Google Analytics, you can download the Google Analytics [opt-out browser add on](#).
- **Advertising.** FNA utilizes DoubleClick by Google to serve ads based on an individual's prior visit to our Websites. Each visitor to our Websites receives a different cookie and the information collected by the cookie is used to generate conversion statistics and allows us to see the total number of individuals who clicked on our ads. DoubleClick enables Google and its partners to serve ads to you based on your visit to our Websites and other Websites on the Internet. Such sharing may be deemed a sale under the California Consumer Privacy Act. Please review Google's [privacy policy](#) for additional information on how Google uses the information collected. To opt-out of targeted advertising by Google, you can go to Google's [ad settings](#). You may also install the [DoubleClick opt-out add-on](#).

To organize these trackers, FNA uses Google Tag Manager. Google Tag Manager is a tag management system to manage tags used for tracking and analytics. Tags are small code elements that, among other things, are used to manage traffic and visitor behavior and to test and optimize Websites. FNA utilize Google Tag Manager to manage and organize all third-party tags on our Websites and to control when those tags are triggered. View Google Tag Manager's [privacy practices](#) for more information.

(3) RECIPIENTS OF YOUR PERSONAL INFORMATION

General Sharing

FNA may need to make the personal information identified in this Privacy Notice available within Ferrari, with service providers, or with other third parties. These instances include:

Within Ferrari. FNA may share your personal information with Ferrari S.p.A and its subsidiaries and/or affiliates (“**Ferrari Group Companies**”) for legitimate business purposes and general business management. Upon your consent, FNA may also share your personal information within the Ferrari Group Companies for marketing purposes.

With Service Providers. FNA may share your personal information with our service providers that assist us in providing the Websites. These service providers include communication providers, web-hosting providers, IT support, our customer management platform, customer service providers, and marketing providers.

With Program Accommodations. At your direction, FNA may share your personal information with accommodations providers, including hotel and car service providers, for FNA events.

With Third Parties. FNA may need to disclose your personal information to third parties, such as legal advisors, law enforcement agencies, or governmental/regulatory bodies in order to protect our legal interests and other rights, protect against fraud or other illegal activities, prevent harm, for risk management purposes, and to comply with our legal obligations.

In the Event of a Corporate Reorganization. In the event that FNA enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, FNA would share personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. FNA would also share personal information with third parties if FNA undergo bankruptcy or liquidation, in the course of such proceedings.

With Your Consent. Apart from the reasons identified above, FNA may request your permission to share your personal information for a specific purpose. FNA will notify you and request consent before you provide the Personal information or before the personal information you have already provided is shared for such purpose. You may revoke your consent at any time.

Sharing in the Last Twelve (12) Months

For a Business Purpose. In the preceding Twelve (12) months, FNA has disclosed the following categories of personal information for a business purpose to the following categories of third parties:

- FNA have disclosed your personal identifiers, internet and other network activity information, and customer records information to service providers that perform services on our behalf. These service providers include our communication providers, web-hosting providers, IT support, our customer management platform, customer service providers, and marketing providers.
- FNA have disclosed your internet or other electronic network information and location information to our IT support to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and to identify and repair errors that impair functionality.
- FNA have disclosed your internet or other electronic network information and location information to our IT support to maintain, improve, and upgrade the Websites.

For a Sale. In the preceding twelve (12) months, FNA has shared your internet or other electronic network activity information collected via cookies to data analytics providers and advertising partners. Such sharing may be deemed a sale under the California Consumer Privacy Act. To opt-out of this sharing of your personal information through cookies, please follow the instructions in **YOUR INFORMATION CHOICES**.

(4) YOUR PERSONAL INFORMATION CHOICES

Correct or View Your Information. You may access your FNA account to correct or view certain personal information you have provided to us and which is associated with your account.

Google Analytics. To prevent your data from being used by Google Analytics, you can download the Google Analytics [opt-out browser add on](#).

DoubleClick. To opt out of targeted advertising by Google, you can go to Google's [ad settings](#). You may also install the [DoubleClick opt-out add-on](#).

Cookies. All session cookies are temporary and expire after you close your web browser. Persistent cookies can be removed by following your web browser's directions. To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: <https://www.aboutcookies.org/>. Please note that each web browser is different. For information on reviewing or deleting cookies from specific browsers, click on the appropriate browser: [Firefox](#), [Firefox IOS](#), [Firefox Android](#), [Safari](#), [Safari Mobile](#), [Chrome](#), [Internet Explorer](#), [Microsoft Edge](#), [Opera](#). To find information relating to other browsers, visit the browser developer's websites. If you reset your web browser to refuse all cookies or to indicate when a cookie is being sent, some features of our websites may not function properly. If you choose to opt out, FNA will place an "opt-out cookie" on your computer. The "opt-out cookie" is browser specific and device specific and only lasts until cookies are cleared from your browser or device. The opt-out cookie will not work for essential cookies. If the cookie is removed or deleted, if you upgrade your browser or if you visit us from a different computer, you will need to return and update your preferences.

Marketing Emails. You may unsubscribe from FNA marketing communications at any time by clicking the unsubscribe link provided within each email. This link will redirect you to our consent management page where you can opt-out of our newsletters. Please note that FNA will continue to send you notifications necessary to the websites, your account, or requested products or services.

Marketing Texts. You may unsubscribe from FNA text marketing communications by replying STOP to any of our marketing text messages.

(5) CALIFORNIA RESIDENTS

To the extent the California Consumer Privacy Act (CCPA) applies to the processing of your personal information you would be entitled to the following rights:

- **Right to Access.** You have the right to request what personal information FNA has collected, used, disclosed, and sold about you within the preceding twelve (12) months. You may make a request for access twice within a twelve (12) month period.
- **Right to Deletion.** You have the right to request the deletion of your personal information that FNA collects or maintains, subject to certain exceptions.
- **Right to Opt-Out.** You have the right to opt-out of the sale of your personal information to third parties. FNA does not have actual knowledge that it sells personal information of minors under the age of sixteen (16) years.
- **Right to Non-Discrimination.** You have the right to not receive discriminatory treatment if and when you exercise your rights to access, delete, or opt-out under the CCPA.

To exercise your right to access or delete your personal information, you may submit a consumer request by email at privacy2@ferrari.com or by telephone at 1-877-933-7727. To opt-out of the sale of your personal information via cookies, please follow the instructions in **YOUR PERSONAL INFORMATION CHOICES**.

For requests submitted via telephone or email, you must provide us with sufficient information that allows us to reasonably verify you are the person about whom FNA collected the personal information and describe your request with sufficient detail to allow us to properly evaluate and respond to it. If FNA are not able to verify your identity for access and deletion requests with the information provided, FNA may ask you for additional pieces of information.

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a request related to your personal information. If you are an authorized agent making a request on

behalf of another individual, you must provide us with signed documentation that you are authorized to act on behalf of that individual.

(6) NEVADA RESIDENTS

If you are a consumer in the State of Nevada, you may request to opt-out of the current or future sale of certain of your personal information. FNA do not currently sell any of your personal information under Nevada law, nor do FNA plan to do so in the future. If you have any questions regarding our data privacy practices, or would like to opt-out of the future sale of your personal information, please contact us at privacy2@ferrari.com.

(7) DO NOT TRACK

FNA do not respond to Do Not Track (DNT) requests. Do Not Track is a [preference](#) you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

(8) INFORMATION SECURITY

FNA implement and maintain reasonable security measures to protect the personal information FNA collects and maintains from unauthorized access, destruction, use, modification, or disclosure. These measures include access controls, encryption, and anti-virus and anti-malware protection. However, no security measure or modality of data transmission is 100% secure and FNA are unable to guarantee the absolute security of the personal information FNA have collected from you.

(9) CHILDREN'S PRIVACY

The Websites are not intended for individuals under the age of eighteen (18) years. If FNA learn that FNA have collected or received personal information from individuals under the age of eighteen (18), FNA will delete the personal information. If you believe FNA have personal information on individuals under the age of eighteen (18), please contact us at the contact information provided below.

(10) AMENDMENT OF THIS PRIVACY POLICY

This Privacy Policy is subject to change. Changes to the Privacy Policy will be posted on this page and will indicate the date the changes go into effect. Please check back frequently and review the Privacy Policy for any changes. If FNA make any changes that materially affect your privacy rights, FNA will notify you via email or by prominent posting on our Websites.

(11) CONTACT

For questions, please contact FNA at privacy2@ferrari.com.