

PRIVACY POLICY
PURSUANTO TO SECTION 13 OF REGULATION (EU) No. 2016/679

Infront Italy S.p.A., a sole shareholder company subject to the direction and coordination of Infront Italy Holding S.p.A., with registered office at Via Deruta n. 20, Milano, VAT No 12515360159 (hereinafter "**Data Controller**"), informs you - pursuant to Section 13 of Regulation (EU) No. 2016/679 (hereinafter "**GDPR**") – that, within the scope of your registration and attendance to the officially named "Run Rome The Marathon", road race of top international level of km 42,195., which will take place on March 16th 2025 (hereinafter "**Event**"), data collected through this form (for example, name, surname, date of birth, city, gender, email address, etc.) or by other means (for example, by accessing to platforms enabling to upload your medical-sports fitness certificate, if required by the Rules, and to which you **authorize** the Data Controller to access, or by directly providing to us your medical-sports fitness certificate, in order to confirm your participation to the Event), will be processed by us, as data controller, for the following **purposes**: (i) registration, management, validation and documentation of your attendance to the Event and fulfillment of any mandatory provision of law; (ii) sending materials and information relating to the Event or subsequent editions thereof or direct marketing activities; (iii) if you have consented, promotional and advertising activities regarding Infront Italy S.p.A. activity, products and services; (iv) if you have consented, communication of your data to Corriere dello Sport S.r.l. for promotional and advertising activities regarding Corriere dello Sport S.r.l. activity, products and services

The data processing for the above-listed purposes will be carried out through information technologies and manually, with electronic devices or in paper form, based on logical criteria aimed at pursuing the purposes for which the data were collected and fulfilling specific legal obligations, in compliance with the rules of confidentiality and security provided by GDPR and with all laws and its implementing provisions, as well as with national legislation (Legislative Decree 196/2003 as update by Legislative Decree 101/2018) and internal regulations and measures. Furthermore, the data will be processed in compliance with the principles set forth under Section 5 of GDPR.

We inform you that the **legal basis** of the processing is the one referred to in Section 6, paragraph 1, letter b) of GDPR: in particular the processing is necessary for the performance of a contract to which you are party or in order to take steps to at your request prior to entering into a contract. Having regard to some specific processing activities, in particular for direct marketing, the legal basis may be the Data Controller's legitimate interest, pursuant to Section 6, paragraph 1, letter f) of GDPR. Moreover, the processing can be also necessary for the fulfillment of legal obligations to which the Data Controller is subject to. In such case, the legal basis of data processing will be as per Section 6, paragraph 1, letter c) of GDPR or, having regard to the possible processing of special categories of personal data, as per Section 9, paragraph 2, letter d). Finally, in respect to the purposes outlined under points (iii) and (iv) the legal basis of the processing is represented by consent pursuant to Section 6, paragraph 1, letter a) of GDPR.

The provision of personal data is optional. Lacking the communication of such personal data, you will be prevented from attending the Event or from accessing the additional services supplied by the Data Controller.

Your personal data – or part thereof – can be **communicated**, for the above-mentioned purposes, to: **a)** suppliers; **b)** other subjects/entities entitled to access your personal data by laws or regulations. Having regard to those data processing outsourced to the above subjects/entities and carried out on behalf of the Data Controller, such subjects/entities will act as external data processor, pursuant to section 28 of GDPR. We inform that such subjects/entities should transfer your personal data outside European Union territory: in such case, the data controller will make sure that the transfer will comply with GDPR and, specifically, with Section 45 et seq. In particular, considering that Infront Italy S.p.A. is part of an international group and the existence of telecommunication, information technology

connections and, more in general, of correspondence systems among the companies of the group, some personal data might be transferred, for the purposes herein described, to such entities, also outside the European Union territory (specifically in Switzerland). Having regard to Switzerland, we inform you that European Commission, with adequacy decision No 2000/518/CE of July 26, 2000, determined that Switzerland ensures an adequate level of protection. We finally inform you that the subjects/entities mentioned under letters a) and b) above, might act as data controllers of the communicated data, subject to their release of a proper information statement pursuant to Section 14 of GDPR, unless otherwise provided by applicable laws.

At any time you can exercise towards the Data Controller, the **rights** referred to in Sections 15 et seq. of GDPR and, in particular, you will be entitled to request access, rectification, deletion or limitation of the processing of your personal data or to oppose to their processing, in addition to the right to data portability, where applicable. The request can also be delivered by registered letter or e-mail to the Data Controller's address as below detailed. In addition, for the processing based on consent, please note that you can revoke it at any time.

We inform you that at the Event films and photographs will be taken and that images, photos, videos, audio files of any kind, which may show you as a participant to the Event, may be communicated, published and/or divulged in any form (including, without limitation, publications, sports videos, website of the Event and social networks).

The Data Controller is: Infront Italy S.p.A., with registered office in Milan, Via Deruta n. 20, e-mail: info@runromethemarathon.com . However, you also have the right to lodge a **complaint** with the competent Supervisory Authority: Italian Data Protection Authority ("*Autorità Garante della Protezione dei Dati Personali*"), Piazza di Monte Citorio No. 121 00186 ROMA, Fax: (+39) 06.69677.3785, Telephone: (+39) 06.696771, E-mail: garante@gpdp.it. The data collected by the Data Controller as per the purposes above indicated, will be stored for the entire duration of the Event and its management, as well as, thereafter, for the time strictly necessary to pursue the above detailed purposes and to fulfill any applicable legal or regulatory obligation. Additionally, such data will be stored for the period necessary to exercise the Data Controller's rights, even judicially. The retention period will be determined by evaluating each individual activity and in compliance with the principles of necessity, purpose limitation, relevance, minimization and storage limitation of the GDPR.

I have read and accept the above-mentioned Privacy Policy

After having read the Privacy Policy I declare:

- With reference to the processing of my personal data to transfer to third parties, including Corriere dello Sport S.r.l., for indirect marketing activities

I CONSENT

I DO NOT CONSENT