

Notice pursuant to article 13 Regulation EU 2016/679 (“GDPR”) - Chatbot – Passive Cooking Service

Identity and contact details of the Data Controller

Barilla G. e R. Fratelli S.p.A. (hereinafter “Barilla” or “Data Controller”), with registered office in Parma, Via Mantova, 166 – 43122, contactable at the following address: privacy-italy@barilla.com.

Contact details of the DPO appointed by the Data Controller: dpo@barilla.com.

What personal data we process and why

Your personal data (Whatsapp identification name, which may include name, surname or fictitious nickname, telephone number, content of the chat and attachments) will be processed by the Data Controller to respond to your requests for information via the chatbot channel.

Legal basis for the processing and requirement to provide your personal data

Implementation of a contract to which the data subject is a party or of pre-contractual measures taken at the request of the data subject (article 6(1)(b) of the GDPR).

The provision of the personal data stated above is optional, however, if it is not supplied, it will not be possible to provide the service and respond to your requests through the chatbot.

Recipients of your personal data

- natural persons authorised by the Data Controller to process personal data for the purpose of performing of their working tasks (e.g., employees and system administrators etc.);
- third-party entities and service providers, who typically act as data processors pursuant to article 28 of the GDPR. A full and up-to-date list of the categories of Data Processors can be requested from the Data Controller via the email address stated above;
- subjects, entities or authorities to whom it is mandatory to communicate your personal data according to legal provisions or orders issued by the authorities.

Transfer of your personal data

The Data Controller states that the data will be processed by one of the methods allowed by current legislation, such as obtaining the consent of the data subject, adopting standard contractual clauses adopted by the European Commission, selecting subjects participating in international programs for the free movement of data or operating in countries considered safe by the European Commission. Further information can be requested from the Data Controller using the contact details provided above.

How long we retain your personal data

The data provided will only be retained for the time strictly necessary to fulfil the purposes for which they are collected, respecting the storage limitation principle referred to in article 5(1)(e) of the GDPR, and in any case for no more than 90 days from the date they are supplied, in order to allow evidence to be provided pursuant to the legitimate interest of the Data Controller to defend itself in court (article 6(1)(f) of the GDPR). Further information is available by contacting the Data Controller at the addresses stated above. **How we process your personal data**

The personal data are processed for the stated purposes using manual, computerised and electronic data communication tools with logics strictly related to the purposes themselves and, in any case, such as to guarantee the security and confidentiality of the data, in addition to compliance with the specific obligations imposed by law.

Your rights in relation to the processing of your personal data

You have the right to ask the Data Controller, at any time, to allow access to your personal data, to correct or delete the data, or to object to their processing. You have the right to request that the processing be restricted in the cases stated in article 18 of the GDPR; to obtain the data concerning you in a structured, commonly used and machine-readable format, in the cases stated in article 20 of the GDPR; as well as to lodge a complaint with the relevant supervisory authority pursuant to article 77 of the GDPR (Italian Data Protection Authority), or to file a petition in court if you believe that the processing of your personal data is contrary to the legislation in force. You have the option to make a request to object to the processing of your data pursuant to Article 21 of the GDPR, stating the reasons that justify the objection. The Data Controller reserves the right to assess your request, which will not be accepted if compelling legitimate grounds exist for the processing which override your interests, rights and freedoms.

Requests must be submitted in writing to the Data Controller at the following address privacy-italy@barilla.com or by sending a letter to Barilla by ordinary post at the address stated under “Identity and contact details of the Data Controller”, specifying the phone number used to interact with the chatbot channel.

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