PRIVACY POLICY

pursuant to Articles 13 and 14 of European Regulation 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data

Personal data accidentally provided and collected during interaction with the virtual assistant **Bartolomeo** is processed in accordance with Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter "GDPR").

Pursuant to Articles 13 and 14 of the GDPR, we inform you that your personal data may be processed in compliance with the aforementioned legislation and the confidentiality obligations that inspire the activities of Fabbrica d'Armi Pietro Beretta S.p.A. (hereinafter the "Company"). In particular, we inform you of the following:

1 Purpose of data processing

The virtual assistant Bartolomeo is designed to provide information on the history of the Beretta family and the Company on the occasion of its 500th anniversary .

a. No personal data is required to interact with the assistant. Any data processed (only if provided voluntarily) may concern:

- information contained in written requests (e.g. identification data);
- the user's voice (in the case of voice interaction).

No personal data is required or must be provided. Any data acquired will be processed in accordance with the principles of fairness, lawfulness, minimisation and confidentiality, exclusively for the provision of the service.

Please consult the Cookie Policy , which governs the processing of log data and IP addresses. Such data may be processed in order to ensure the security of the service and prevent unauthorised access or malicious activities, such as abuse (e.g. flooding, scraping, DDoS attacks or misuse of avatars).

2 Methods of processing and data retention periods

Personal data will be processed using methods strictly related to the purposes indicated, exclusively by personnel authorised and trained by the Data Controller pursuant to Article 29 of the GDPR, bound by confidentiality obligations, or by persons expressly appointed as Data Processors pursuant to Article 28 of the GDPR.
Appropriate technical and organisational measures will be taken to ensure the protection of the rights, freedoms and legitimate interests of the data subject, in accordance with current legislation.
The processing may be carried out using manual, computerised and telematic tools, including with the aid of artificial intelligence technologies, in order to ensure the security and confidentiality of the data.
Personal data will be stored for a period not exceeding 30 days from the date of acquisition; after this period, it will be deleted or anonymised so as not to allow, even indirectly, the identification of the data subject.

3 Legal basis, nature of provision and consequences of refusal

The provision of your personal data is not required and therefore not mandatory; however, if provided, it is necessary to respond to user requests. The legal basis for the processing is the performance of the information service pursuant to Article 6(1)(b) of the GDPR. Please do not communicate any special data to[1] . If you do so, such data will only be processed with your prior written consent; otherwise, it will be deleted from our archives.

4 Scope of communication of personal data

The processing of personal data may also be carried out for the aforementioned purposes by third parties used by the Company, appointed as Data Processors pursuant to Article 28 of the GDPR. The updated list of Data Processors is available, upon request, by sending a communication to the contacts indicated below.
Your data will not be subject to automated decision-making processes, including profiling.
Your personal data will not be transferred to third-party companies in countries outside the European Union or the European Economic Area. Where such a transfer is necessary for any of the above purposes, the Data Controller will take all necessary measures to ensure an adequate level of protection of personal data (e.g. Standard Contractual Clauses, adequacy decisions).
No personal data is ever stored within the model or used to improve it.
Personal data will not be disclosed.

[1] Article 9 of European Regulation 2016/679 defines special categories of personal data, i.e. sensitive data, as data revealing racial or ethnic origin, religious, philosophical or other beliefs, political opinions, membership of parties, trade unions, associations or organisations of a religious, philosophical, political or trade union nature, data concerning a person's health or sex life or sexual orientation, as well as genetic data and biometric data capable of uniquely identifying a natural person.

5 Rights of the Data Subject

Pursuant to Articles 15 to 22 of European Regulation 2016/679, the data subject has the right to obtain from the data controller access to, rectification, integration or erasure (so-called right to be forgotten) of their personal data; the right to obtain the restriction of processing and the right to data portability, the right to object to the processing of personal data (including profiling) and, finally, the right to lodge a complaint with the Supervisory Authority. To exercise your rights, you may contact the Data Controller by sending a written communication to the address below or an email to:privacy@beretta.com .

6 Data Controller and Data Protection Officer

The Data Controller is Fabbrica d'Armi Pietro Beretta S.p.A., Via Pietro Beretta, n. 18 – 25063 Gardone Val Trompia (Brescia). The Data Controller has appointed a Data Protection Officer who can be contacted at the following email address:dpo.fda@beretta.com .