

# PRIVACY POLICY

## BUGATTI « LA GRANDE PREMIÈRE »

BUGATTI AUTOMOBILES S.A.S (hereinafter referred to as “**BUGATTI**”) is aware of the importance of your privacy and undertakes to ensure its protection in accordance with applicable law and in particular with Regulation (EU) No. 2016/679 of 27 April 2016 and French Law No. 78-17 of 6 January 1978 as amended (hereinafter collectively referred to as the “**Regulations**”).

This document is intended to provide you with information about the principles governing the way in which we process your personal data in connection with the organization of our event “LA GRANDE PREMIÈRE” (hereinafter referred to as the “**Event**”) and about the rights you have with regard to your personal data.

### 1. Who is the data controller?

BUGATTI AUTOMOBILES S.A.S, whose registered office is located at 1 château Saint Jean – 67120 MOLSHEIM (France), acts as the main data controller.

For some data processing operations, BUGATTI RIMAC D.O.O, whose registered office is located at Ljubljanska 7, 10431 Sveta Nedelja (Croatie), acts as joint controller.

Should you have any questions regarding the processing of your personal data and/or wish to exercise your rights pursuant to the Regulations, please contact us:

- By post, at the following address: BUGATTI AUTOMOBILES SAS – DATA PROTECTION, 1 château Saint Jean – 67120 MOLSHEIM (France);
- By email, at the following address: [dataprotection@bugatti.com](mailto:dataprotection@bugatti.com).

### 2. Which of my personal data are processed?

In accordance with the principle of “data minimization”, we only collect and use data that is relevant and strictly necessary for the purposes for which it is processed.

In the course of organizing the Event, we may collect and process the following categories of personal data:

- **Data relating to your identity:** surname, first name, gender, date of birth (*optional*), postal address, telephone number, title of nobility (*optional*), academic title (*optional*);
- **Data relating to your food preferences:** no preference, gluten-free, lactose intolerance, no fish, no meat, vegetarian, vegan, other;
- **Data relating to the presence of a companion:** yes/no;
- **Data relating to the need for accommodation:** yes/no, check-in date, check-out date, other;
- **Data relating to your method of travel:** arrival by car, arrival by BUGATTI vehicle, model of BUGATTI used for travel (*if applicable; optional*), special car related requirements (*ex. for parking; optional*), need for a parking spot at the hotel (*optional*), arrival by other means.

Once you have registered, and for the sole purpose of providing you with our best services in connection with your participation in the Event, we may collect, as appropriate, additional personal data concerning you (e.g. your date, time and place of landing, etc.).

**3. What are the purposes and legal bases of the processing?**

In the course of organizing the Event, we may process your personal data for the following purposes and on the following legal bases:

<b>Purposes</b>	<b>Legal bases</b>
<b>Organization of registrations</b>	BUGATTI's legitimate interest in efficiently organizing your participation in the Event
<b>Organization of your journeys</b>	Your consent
<b>Organization of your stay</b>	Your consent
<b>Organization of activities</b>	Your consent
<b>Organization of your meals</b>	Your consent
<b>Organization of shuttles</b>	BUGATTI's legitimate interest in facilitating the safe and optimum transport of participants
<b>Communication with participants in the Event</b>	BUGATTI's legitimate interest in providing participants with logistical details, updates and relevant information relating to the Event
<b>Management of people and property safety</b>	BUGATTI's legitimate interest in ensuring the safety of property and participants in the Event

**4. To whom will my personal data be transmitted?**

Within BUGATTI, only persons authorized by their duties or functions may access the personal data processed, and this strictly within the scope of their respective duties and functions. This includes, in particular, authorized persons who are in charge of preparing and organizing the Event.

Your personal data may be transmitted to our data processors (e.g. the event management agency we have engaged), in strict consideration of the intended purposes and only where this is necessary for them to fulfil their missions.

Finally, your personal data may be transmitted to other entities of the Bugatti Group, in particular BUGATTI RIMAC D.O.O., in particular for internal administrative purposes.

**5. Will my personal data be transferred to a country that is not a member of the European Union?**

Your personal data may be transferred to a country that is not a member of the European Union. In such cases, we take all appropriate measures to verify and, where necessary, guarantee that data recipients comply with an adequate level of protection equivalent to French and European regulations, in particular by signing standard contractual clauses adopted by the European Commission.

**6. How long will my personal data be retained?**

Your personal data will be retained in an identifying form until the end of the Event.

## 7. Is my personal data in security?

**We are committed to preserving the confidentiality, integrity, availability and security of your personal data.** In accordance with the Regulations, we implement appropriate technical and organizational measures to guarantee the level of security that is most appropriate to the risks involved in the processing of your personal data. We also take measures to prevent, to the greatest extent possible, any loss, accidental destruction, alteration or unauthorized access to your personal data.

## 8. What are my rights regarding my personal data?

In accordance with the Regulations, you have the following rights:

- A **right of access** and a **right to rectification** of your personal data;
- The **right to object to the processing** of your personal data on legitimate grounds;
- In the cases provided for by the Regulations, the **right to request the restriction of the processing** of your personal data and/or **their erasure**;
- The **right to request the portability** of your personal data, for your own use or for transmission to a third party of your choice;
- The **right to withdraw, at any time, your consent** to the processing of your personal data.

You also have the right to lodge a complaint with a supervisory authority, such as the *Commission Nationale de l'Informatique et des Libertés* (CNIL).

For further information about your rights, you may consult [the CNIL website](#).

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