



***Barilla***

The Italian Food Company. Since 1877.

**GDPR**  
Principles



# The new EU General Data Protection Regulation (EU) 2016/679

The General Data Protection Regulation (GDPR) sets new standards in the protection of Personal Data.

Barilla is committed to be compliant with the GDPR and the following Privacy Policy outlines our pledge to protect your Personal Data.

**GDPR**  
EU General Data  
Protection Regulation





# What principles do inspire us?

*We protect all personal data having privacy and security in mind.*

## We apply the following **principles**:

- **Lawfulness, Fairness and Transparency:** personal data are processed lawfully, fairly and in a transparent manner in relation to the data subject.
- **Purpose Limitation:** personal data are collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes.
- **Data Minimization:** personal data are adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.
- **Accuracy:** personal data are accurate and, where necessary, kept up to date.
- **Storage Limitation:** personal data is kept in a form which permits identification of data subjects for no longer than is necessary, for the purposes for which are processed.
- **Integrity & Confidentiality:** personal data is processed in a manner that ensures appropriate security.
- **Accountability:** each relevant Barilla subsidiary is responsible for, and be able to demonstrate compliance with the General Data Protection Regulation and any other relevant provisions.



PRINCIPLES



# What information do we collect?

*We are dedicated to treating personal information with care and respect.*

We collect the information given to us also during the navigation on our **web sites**, when creating an internet **account** or participating to our **initiatives**.

- The information we collect constitutes your “**Personal data**” (e.g. your name, date of birth, location data), as defined by the General Data Protection Regulation.
- According to the General Data Protection Regulation (**GDPR**), “**Personal Data**” means any information relating to an identified or identifiable natural person \*.
- We at Barilla **process** your Personal Data in **compliance with the GDPR** and any data protection provisions adopted by the European Union Member States.

\* GDPR defines an identifiable natural person as one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person



INFORMATION





# When we process Personal Data?

*We stay in touch with you with  
promotions, surveys, campaigns.*



## PROCESSING

When we conduct contests or promotions, we usually ask you to join after being registered. We will use the information you provide only for carrying out the contest or promotion (e.g. to contact you if you are eligible for a win). Your personal information will be retained for the length of the contest or promotion and subsequently deleted unless you consented us to further process them.

We may occasionally conduct surveys asking for attitudes and interests of our customers. If the surveys does not require your identification, no personal data will be collected. Otherwise we will use the information you provide only for undertaking the survey.

Personal Data Processing: means any operation or set of operation which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.





# How do we use your Personal Data?

*We shall ensure that all processing operation will be lawful, transparent and fair.*



USE

We will process your personal data to offer to you the **best experience of navigation**, to respect law provisions.

We give you all information about how we use your personal data, for which purpose, how we protect them, and who you contact to exercise your rights. We store your personal data just for the period strictly necessary for the purpose or in accordance with law.

We protect all your personal information by adopting and implementing appropriate technical and organizational measures to ensure a level of security appropriate to the risk of the processing activities.

We process your data as far as this is necessary for the purpose they are collected. We ensure that your personal data are always accurate and up to date.



# Sharing the Personal Data

*When we share, the data remain protected.*





SHARING

Occasionally, your personal data could be shared with other companies of Barilla Group in compliance the GDPR and the relevant provisions of law.

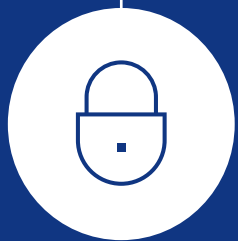
We could share your personal data with third companies to provide their services or to respect relevant disciplines.

Where we will need to transfer personal data to companies established in a State outside EU, adequate measures will be adopted to ensure the protection of your personal data.



# How do we protect your Personal Data?

*We use the leading edge technology.*



PROTECT

Barilla takes all measures required by the law and by data protection best practices. We take the security of your personal data very seriously.

We use state-of-the-art protection technologies that are continually verified and kept up-to-date. Our web servers are constantly monitored by a dedicated team, ensuring a non-stop safeguarding activity.

We apply protective methods for storing data in secure places and we have put into effect organizational and administrative procedures to directly control the ways personal data are accessed by authorized operators. Our aim is to reduce to security risk of personal data to the minimum.

We are aware, however, that despite our best efforts, no system can be completely foolproof. For this reason, we retain the personal data only for the purpose they are obtained for and only for the minimum length of time needed, unless a longer retention period is required or permitted by law. Should there be a data breach that may affect your right, subject to the GDPR provisions, we will immediately advise you, as required by the new General Data Protection Regulation.





# Children's privacy

*We take care of children's  
personal data.*



CHILDREN

Barilla offers services addressed mainly to adults.

However, if Barilla decides to offer a service aimed at children, adequate security measures will be adopted and a specific consent from children's parents could be requested.

If a child has registered on our sites or services, we allow parents (or guardians where applicable) to access, modify or delete the personal data of their child. For this purpose, the parents/guardians can follow the very same procedure available to every user by logging on with the child's account or they can contact our customer service upon proper identification.

Child: we use the definition of child as stated by the applicable law in each country.



# Privacy rights and who to contact

*You can access your  
Personal Data, just ask us.*





## YOUR RIGHTS

As a final reminder, you are entitled to:

- Obtain confirmation as to whether your personal data are processed.
- Access your personal data and receive information about:
  - purposes of processing,
  - categories of your personal data,
  - recipients with whom Barilla shares them,
  - duration of period we retain your personal data,
  - right to file a complaint with Supervisory Authority;
- Obtain the correction, erasure, restriction of processing and the portability of your personal data.
- Object to processing of your personal data.



CONTACT US

Our **Data Protection Officer** can receive any further inquiry at the following email address at **[dpo@barilla.com](mailto:dpo@barilla.com)**.

For further information, you can read our detailed Privacy Notice available **on our website**.

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