

CARTAFRECCIA Programme Personal Data Protection Policy

Articles 13 and 14 of European Regulation No. 679/2016

Before acquiring the personal data necessary for your registration with the Rewards Programme, Trenitalia invites you to carefully read the policy regarding personal data protection.

I. Data Controller and Data Protection Officer

Below are our main contact persons in relation to the processing of personal data:

- Data Controller: Trenitalia, with registered office in Piazza della Croce Rossa 1 – 00161 – Rome, Italy, represented by the pro-tempore Chief Executive Officer, can be contacted at: titolaretrattamento@trenitalia.it
- Data Protection Officer: Trenitalia's Data Protection Officer (DPO) can be contacted at the following email address: protezionedati@trenitalia.it

II. Types of personal data

The personal data being processed fall into the following categories:

- Data acquired directly from the interested party during registration for the Rewards Programme (mandatory): name, surname, tax code (place and date of birth, gender), email address, mobile phone number, home address, username.
- Data acquired directly from the interested party in the Customer Area (optional): landline phone number, educational qualifications, profession, number of family members, number of children, travel habits or preferences (frequency of travel, preferred class/service, most used train, most frequent route, main reason for travel), preferred purchasing channel, type of services you wish to sign up for (such as, for example, participation in online surveys or questionnaires, setting up “My Favourite Journey”, season ticket expiration alert, etc.).
- Automatically collected data: travel-related data (tickets, purchased services); data concerning activities with Program partners (e.g., points to be credited, etc.); data regarding reward requests.
- Data collected during the management of the Rewards Programme (optional): data suitable for detecting behaviour, lifestyle or consumption habits; profiling data; opinion polls.
- Data acquired automatically while browsing the website: to ensure the correct functioning of the website, computer systems are used that automatically acquire certain information, which is directly connected to the use of computer protocols, to maintain proper operation of the system. This information may include, for example: IP address, type of browser used, ISP, operating system, domain name and addresses of websites from which you accessed or exited (referring/exit pages) the site, information on pages visited within the website, access times, time spent on a single webpage, internal path analysis, etc.
- Data acquired directly from the data subject during the creation of their TAP&TAP profile in their “Customer Area”: payment information.

The aforementioned data will be processed using electronic and paper-based formats in order to guarantee suitable measures of security and privacy.

III. Purpose of data processing

Your personal data will be processed for the following purposes:

- a) Provision of Loyalty Cards and sending Cartafreccia Gold, Platinum or Platinum Infinity Cards to home addresses; Nature of data provision: Mandatory; Legal basis: Contractual;
- b) Provision of services connected to the Rewards Programme (e.g. points crediting, conversion, and redemption, booking confirmation and seat number in case of purchase, customer recognition at call centres, etc.); Nature of data provision: Mandatory; Legal basis: Contractual;
- c) Signing up on the www.trenitalia.com website to grant access to and use of the Customer Area on the website and the Trenitalia app, which allows members to take advantage of certain benefits, such as faster purchasing of your favourite journeys, viewing your purchase history, easily managing your purchased tickets (e.g. for compensation claims), saving your travelling companions or saving an invoice profile with a specific tax code so you can quickly retrieve this information when you make your next purchase, creating a TAP&TAP profile to ensure you are always charged the *best fare*; Nature of the provision: Mandatory; Legal basis: Contractual;

- d) To counter fraud in the after-sales stage, secondary ticketing and IT fraud. Nature of data provision: Mandatory. Legal basis: Legitimate interests;
- e) Administrative and accounting activities required for the proper management of the CartaFRECCIA Program (such as, for example, invoicing, points reporting, internal audits, and administrative compliance). Nature of the provision: Mandatory. Legal basis: Legal obligation.
- f) Promotional and marketing activities by Trenitalia relating to services offered by Trenitalia or its Partners; Nature of the provision: Optional; Legal basis: Consent granted during the sign-up process for the Rewards Programme or in the Customer Area;
- g) Profiling activities by Trenitalia; Nature of the provision: Optional; Legal basis: Consent granted during the sign-up process for the Rewards Programme or in the Customer Area;
- h) The transfer of data to Trenitalia France S.A.S to facilitate promotional and marketing activities by Trenitalia France relating to services offered by Trenitalia France or its Partners from France; Nature of the provision: Optional; Legal basis: Consent granted during the registration process for the Rewards Programme or in the Customer Area.

The provision of the data necessary to pursue the purposes referred to in points a), b), c), d) and e) is “mandatory” in nature, and refusal to do so will make it impossible for Trenitalia to issue the Loyalty Card, to provide the services related to the Rewards Programme and to permit registration on the Trenitalia website: www.trenitalia.com. The provision of the data will also make identification easier when purchasing tickets and requesting refunds, complaints, etc.

The provision of the data necessary to pursue the purpose referred to in point f) is “optional” in nature; therefore, refusal to provide them will not lead to restrictions on the services provided, but will result in the registered user not receiving any informational, advertising and promotional material or customer satisfaction surveys by Trenitalia relating to services offered by Trenitalia or its Partners.

The provision of the data necessary to pursue the purpose referred to in point g) is “optional” in nature; therefore, refusal to provide such data will not lead to restrictions on the services provided, but it will prevent Trenitalia from identifying your travel habits and consumer choices for the purpose of offering services that are in line with your personal preferences.

The provision of the data necessary to pursue the purpose referred to in point h) is “optional” in nature; therefore, refusal to provide such data will not lead to restrictions on the services provided, but it will prevent Trenitalia from transferring your data to Trenitalia France for the purposes of sending you informational, advertising and promotional material relating to services that Trenitalia France or its Partners offer from France.

If you have already signed up as a registered user on the www.trenitalia.com website or if you are already a member of a different Trenitalia loyalty programme, the consent you have given during the sign-up process for the Rewards Programme or the Customer Area shall replace any consent you have already granted.

Any consent given with regard to the purposes outlined in f), g), and h) may be freely withdrawn at any time, without prejudice to the lawfulness of the processing of data carried out before its withdrawal. Consent can be withdrawn by accessing your Customer Area on www.trenitalia.com (Change data section) by contacting the following email address: daticartafreccia@trenitalia.it, or by contacting the Data Protection Officer at: protezionedati@trenitalia.it

IV. Persons authorised to process personal data

Your personal data will only be made accessible to persons who have been authorised to process data within Trenitalia. These individuals will be properly instructed in order to avoid the loss of the personal data and to prevent unauthorised parties from accessing the data or from carrying out unauthorised processing of the data itself. Furthermore, your data may be processed by companies performing activities on behalf of Trenitalia, including IT service providers, mailing and postal service companies, companies providing rewards, perks, benefits, and loyalty services, catering and caring companies, and call centre management companies. These companies act as Data Processors on behalf of Trenitalia and have entered into specific agreements strictly regulating the processing activities entrusted to them and their data protection obligations; your data will never be disseminated.

Finally, your personal data may be transmitted to other independent data controllers in accordance with applicable laws or regulations (Judicial authorities, Law enforcement authorities, Travel agencies). Only if you have granted your consent may your data be transmitted to Trenitalia France in order for it to send you informational, advertising and promotional material relating to the services provided by Trenitalia France or other Partners from France. The Trenitalia France policy can be viewed on the website www.trenitalia.com/trenitalia-france.html.

The up-to-date list of the persons and companies who are authorised to process data is available by contacting the email address: daticartafreccia@trenitalia.it, or by contacting the Data Protection Officer at the email address: protezionedati@trenitalia.it.

V. Personal data retention

Below are the storage times for your personal data by Trenitalia:

- For the purposes outlined in points III. a), b), c), d) and e) of this policy, which make the provision of data mandatory: For a period of 10 years after customer inactivity (lack of purchases and/or accumulation of points under the Rewards Programme and subsequent renewals). The data acquired automatically while browsing are stored for 180 days from the time of their acquisition.
- For the purposes outlined in points III. f) and g) of this Policy, which make the provision of data optional: data relating to the specific details of purchases shall be stored for marketing or profiling purposes for a period not exceeding 24 and 12 months, respectively, from their initial date of registration, unless they are rendered anonymous.

VI. Rights of the data subjects

EU Regulation 2016/679 (Articles 15 to 23) grants data subjects the option to exercise specific rights. In particular, in relation to the processing of your personal data, you have the right to request from Trenitalia S.p.A. the following:

- Access: you may request confirmation as to whether or not data concerning you is being processed, as well as further clarifications regarding the information referred to in this policy;
- Rectification: you may request to rectify or add to the data you have provided us, if it is inaccurate or incomplete;
- Deletion: you may request that your data be deleted if they are no longer necessary for our purposes, in the event of revocation of consent or opposition to personal data processing, in the event of unlawful processing, or should a legal obligation for deletion arise;
- Limitation: you may request that your data be processed only for the purposes of data retention, with the exclusion of other processing, for the period necessary to rectify your data, in the event of unlawful processing for which you oppose deletion, if you are required to exercise your rights in court and the data stored by us may be useful to you and, finally, in the event of opposition to data processing and pending the verification of the prevalence of our legitimate reasons over yours.
- Objection: you may object at any time to the processing of your data, unless there are legitimate reasons for us to proceed with processing which prevail over yours, for example to conduct our operations or mount a defence in court.
- Portability: you may request to receive your data, or have it transferred to another data controller as stipulated by you, in a structured format, which is commonly used and readable by an automatic device.

Furthermore, we would like to inform you that if you believe that your rights have been violated, you have the right to lodge a complaint with the Supervisory Authority, which in Italy is the Personal Data Protection Authority.

You may ask to exercise your rights in relation to Trenitalia S.p.A. at any time by sending an email to daticartafreccia@trenitalia.it or by contacting the Data Protection Officer at protezionedati@trenitalia.it

VII. Automated decision-making process and profiling

Trenitalia uses profiling to identify the travel habits and consumer choices of its users, in order to provide services that are in line with customer preferences. This process of profiling involves the analysis of your travel habits in the last 12 months (favourite destinations, average distance travelled, monthly costs incurred, etc.) and it may also entail behavioural advertising and personalised offers.

However, it is possible to oppose such data processing, through the channels outlined in Section VI of this Policy.