

## **Annex A2 Information of Telecom Italia Sparkle to Customers pursuant to the legislation on the protection of personal data**

Dear Customer,

pursuant to the legislation on the protection of personal data and with particular reference to the provisions on electronic communications of Legislative Decree 196/2003 (the so-called Privacy Code), Telecom Italia Sparkle S.p.A., hereinafter SPARKLE, provides you with the information regarding the processing of your data and, if acting by virtue of a specific mandate with representation in the name and on behalf of the companies of your Group, those of the companies of your Group.

### **1) Categories of SPARKLE data that acquires and processes:**

**a)** data relating to the customer, such as: company name / company name, tax code / VAT number; contact data (telephone numbers, postal and e-mail addresses), data relating to the performance of the economic activity, data relating to the products sold and the services activated, billing data, payment data (e.g. current account), data on payment status and punctuality, data relating to telephone and / or telematic traffic (the so-called traffic data), data relating to the connection (e.g. IP address) and internet browsing, profiling data, data relating to products, devices and PCs used (e.g. brand and model) and technical data, data relating to contacts made with SPARKLE;

**b)** common personal data, as per art. 4, point 1, GDPR, of the owner / legal representative, of the authorized contact person of the customer and, possibly, of the end users, such as: personal data (name, surname); contact details (landline and / or mobile phone number, e-mail address); access and identification data (username, password); data relating to identification documents.

### **2) Purpose of the processing for which the processing of data is necessary and related legal basis**

The aforementioned data, provided by you and / or acquired from third parties also during the contractual relationship, will be processed by SPARKLE for the purposes related to the execution of the contract, including the pre-contractual phase, including:

**a)** the provision of services electronic communication and any other service that may be requested, **b)** construction and technical maintenance of plants, IT / telematic systems and / or connections; **c)** installation, delivery and maintenance of products and / or equipment; **d)** invoicing **e)** assistance and management of any complaints and disputes; **f)** customer satisfaction survey; **g)** management of late / missed payments and credit recovery; **h)** access to services offered on company sites / portals.

Furthermore, the aforementioned data may be processed by SPARKLE for the pursuit of its legitimate interest to an extent strictly necessary and proportionate for: **i)** the prevention of arrears and frauds; in this regard, SPARKLE will be able to verify the validity of the bank data communicated and the correct association with the holder of the bank account provided by communicating such data to appointed companies to which it can also communicate the data of its defaulting customers **ii)** guarantee the security of the networks and systems of information; **iii)** transmit them within the TIM Group for administrative purposes **iv)** detect and combat behavior that does not comply with the contractual conditions of the service or is malicious (eg fraud, including the so-called "Sim Swap Fraud").

The data may also be processed by SPARKLE to assert or defend one's right in court, as well as to fulfill the obligations established by laws, regulations or community regulations and by provisions of the supervisory authorities of the sector or other legitimate institutional subjects.

The processing of data is necessary for the achievement of the aforementioned purposes; their failure, partial or incorrect fulfillment could result in the impossibility of providing the requested services.

### **3) Further purposes of the processing that can be pursued with prior consent**

In the event that you have given specific consent at the time of activation of the requested service or subsequently, your data and, if you act by virtue of a specific mandate with representation, those of the companies of your Group may be processed by SPARKLE using automated methods. contact (such as sms, mms, fax, e-mail and web applications) and traditional (such as telephone calls with operator) for marketing purposes, i.e. those of sending advertising material, direct sales, carrying out market research and commercial communication, with regard to the offer of SPARKLE products and services.

Furthermore, in the event that you consent to it, your data and, if you act by virtue of a specific mandate with representation, those of the companies of your Group (including the methods of use and access to the service, the devices used, the data traffic and internet browsing) individual and detailed may be processed by SPARKLE for profiling activities in order to identify, also by means of electronic processing, your specific behaviors and consumption habits and those of the companies of your Group in order to improve, also from the point of view of the quality, the services provided, meet your needs and those of the companies of your Group and address the commercial proposals of interest. On the other hand, SPARKLE has the possibility of processing the aforementioned data in aggregate form, in compliance with the measures prescribed by the Privacy Authority and by virtue of the specific exemption from consent on the basis of a legitimate interest of SPARKLE provided by the same Authority and / or by the assessments of impact on data protection that SPARKLE has previously carried out. These processing in aggregate form are carried out in order to carry out electronic analyzes and processing (eg: classification of the entire clientele in homogeneous categories for levels of services, consumption, possible needs, service satisfaction, etc.) aimed at periodically monitoring the development and the economic performance of SPARKLE's activities, orient the related industrial and commercial processes, improve services and tariff plans, design and implement commercial communication campaigns through targeted and qualitatively more satisfying offers. Furthermore, after anonymisation, the aforementioned data may be used for processing with the sole purpose of producing statistical analyzes, without any direct effect on individual customers. For the methods of exercising the right to object, please refer to the following point 10).

### **4) Additional purposes of the processing to receive third party advertising from SPARKLE with prior consent**

In the event that you have given your specific consent at the time of activation of the requested service or subsequently, your data and, if you act by virtue of a specific mandate with representation, those of the companies of your Group, may be processed by

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Fully paid-up share capital € 200,000,000.00  
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SPARKLE to communicate and / or send with automated methods of contact (such as sms, mms , fax, e-mail and web applications) and traditional (such as telephone calls with operator) advertising material and commercial information of third parties.

#### **5) Withdrawal of consent**

The release of data and consent to their use for the processing purposes referred to in points **3)** and **4) above** is optional, but can be used to improve our products and services. However, you can check and revoke any consent provided for these purposes at any time, by sending a written request to the email [adminpec@tisparkle.telecompost.it](mailto:adminpec@tisparkle.telecompost.it). You also have the right to partially oppose the processing of your data for marketing purposes (through automated or traditional contact methods). Following any refusal or revocation of the aforementioned consent, SPARKLE will process your data and, if it acts by virtue of a specific mandate with representation, those of the companies of your Group for the sole purposes indicated in the previous point **2)**.

#### **6) Data retention**

SPARKLE will keep the data for a period of time not exceeding the achievement of the purposes for which they are collected or subsequently processed, as well as for the period required by law for administrative purposes, for the management of any complaints, disputes or criminal proceedings. In particular, the profiling data will be kept for 15 months, while the data relating to telephone and / or telematic traffic will be kept from the date of generation: **a)** for a maximum period of six months for billing and / or payment claims. , without prejudice to the further specific storage required as a result of a dispute also in court; **b)** for the period established in any contracts entered into by you for the purpose of supplying value-added services and marketing of electronic communication services; **c)** up to seventy-two months for criminal purposes.

#### **7) Methods and logic of the treatment**

The data processing will be carried out manually and / or through IT and telematic tools, with data organization and processing logic, related to the purposes indicated above and, in any case, in order to guarantee the security and confidentiality of data and communications. In particular, the data will be processed with automated procedures to: **i)** identify, at the time of the call in the context of assistance services, the type of customer, the related contract and the equipment used, to respond effectively to requests ; **ii)** profile customers who have given consent to address commercial proposals of interest; **iii)** take a decision regarding the supply or not of the requested products / services, for the purpose of preventing arrears and frauds.

#### **8) Data Controller, Data Protection Officer and categories of persons authorized to process data in SPARKLE**

The Data Controller of your data and, if acting by virtue of a specific mandate with representation, of those of the companies of your Group is TELECOM ITALIA SPARKLE S.p.A., with registered office in via di Macchia Palocco, n. 223 - 00125 Rome. SPARKLE has appointed a *Data Protection Officer*, who can be contacted at TIM at the following address: via Gaetano Negri, n. 1 - 20123 Milan; or by sending an e-mail to: [dpo.tisparkle@telecomitalia.it](mailto:dpo.tisparkle@telecomitalia.it). The updated list of the contact details of the *Data Protection Officer* can be consulted on the website [www.gruppotim.it](http://www.gruppotim.it), privacy link.

Your data and, if you act by virtue of a specific mandate with representation, those of the companies of your Group will be processed by SPARKLE employees, who have been authorized to process personal data and have received adequate operating instructions in this regard.

#### **9) Categories of third parties to whom the data could be communicated as Data Controllers or who could learn about them as managers**

In addition to the employees of SPARKLE, some processing of your data and, if acting by virtue of a specific mandate with representation, of those of the companies of your Group may be carried out by third parties, including the Telecom Italia Group companies, to which SPARKLE entrusts certain activities (or part of them) to pursue the purposes referred to in point **2)** and, if you have given your consent, for the additional purposes referred to in points **3)** and **4)**. These third parties can also be established abroad, in EU or non-EU countries; in the latter case, the data transfer is carried out by virtue of the existence of a decision by the European Commission on the adequacy of the level of data protection of the non-EU country or on the basis of the appropriate and appropriate guarantees provided for by art. 46 or 47 of the GDPR (eg signing of the "standard clauses" of data protection adopted by the European Commission) or of the additional conditions of legitimacy for the transfer provided for by art. 49 of the GDPR (e.g. execution of the requested or already existing contract, customer consent). These subjects will operate as independent Data Controllers or will be designated as Data Processors and are essentially included in the following categories:

**a)** Subjects to whom SPARKLE entrusts the construction, maintenance of plants, IT / telematic systems and connections and / or delivery, " installation, maintenance of equipment and products; **b)** Subjects (eg call centers) to whom SPARKLE entrusts assistance, advertising, promotions and sales to customers; **c)** Subjects to whom SPARKLE sends the tax code / VAT number and the IBAN to verify the accuracy and validity of the customer's data; **d)** Credit recovery companies and credit transfer companies; **e)** Companies operating in the field of fraud prevention and providing credit, economic and commercial information services; **f)** Companies that process traffic data for billing; **g)** Companies in charge of printing and sending invoices and / or other documentation to customers; **h)** Banks and companies specialized in consumer credit for the provision of loans; **i)** other electronic communications operators, holders of non-geographic numbers, on behalf of which SPARKLE carries out the billing service and, in some cases, the related credit recovery. **l)** Consultants; **m)** Agents; **n)** Companies that carry out market research and surveys; **o)** Supervisory Authority (eg AGCom, AGCM, Privacy Authority), Revenue Agency, Judicial Authority, and any other public entity entitled to request data.

#### **10) Rights recognized to the customer**

You can exercise, with reference to the processing of your data and, if you act by virtue of a specific mandate with representation, of those of the companies of your Group, relating to electronic communication services, the rights provided for by articles 15 to 22 of the GDPR ( e.g. request the origin of the data, the correction of inaccurate or incomplete data, the limitation of processing, the cancellation or oblivion, the portability of data, as well as opposing their use for legitimate reasons or withdrawing consent for the purposes of referred to in points **3)** and **4)** above, by writing to [adminpec@tisparkle.telecompost.it](mailto:adminpec@tisparkle.telecompost.it) . Furthermore, the text of the information, which is always updated, can be consulted on the website [www.tisparkle.com](http://www.tisparkle.com), [link privacy policy](#) .



**Consent to the processing of personal data for further marketing purposes, carrying out researches of market and commercial communication, with regard to the SPARKLE offer.**

I declare that I have read the Information and freely express my consent to the processing by SPARKLE of my data for marketing analysis, carrying out market research and commercial communication, with regard to the SPARKLE offer and the offer of connected parties to the SPARKLE offer, with automated contact methods (such as sms, mms , e-mails and web applications).

I agree

I do not agree