

PRIVACY NOTICE

Pursuant to Article 13 of EU Regulation 679/2016, hereinafter referred to as the "GDPR" or "Regulation," we hereby inform you that the personal data you provide will be processed by Assolombarda and Silver Economy Network, each acting as an independent Data Controller, to enable your participation in the event "AGEVITY JAPAN 2025," which will be held on 24th June 2025.

The legal basis for the processing is the execution of your request to register for the aforementioned event and the management of your participation in it. The provision of your data is optional; however, failure to provide it will make it impossible to fulfill your request to participate in the event.

Furthermore, based on the legitimate interest of the Data Controllers to pursue their institutional purposes, the personal and contact data you provide may be used by them for the purpose of fulfilling their institutional objectives, including sending informational and promotional communications via email. You may stop receiving such communications at any time by clicking the "unsubscribe" option at the bottom of each email or by contacting Assolombarda at the email address: privacy@assolombarda.it and Silver Economy Network at the email address: info@silvereconomynetwork.it.

The data will be processed electronically by authorized personnel and may be disclosed to third parties to whom Assolombarda and/or Silver Economy Network entrust, as Data Processors pursuant to Article 28 of the GDPR, activities functional to the services provided.

Additionally, we inform you that Assolombarda, together with its subsidiary Assolombarda Servizi S.p.A., has adopted a Customer Relationship Management (CRM) system in which the data of individuals, representatives of companies or entities, collected by both entities in the course of their respective activities, are entered. With reference to certain processing activities within the CRM, Assolombarda determines the purposes and means of the processing jointly with its subsidiary Assolombarda Servizi S.p.A. Therefore, for such processing, Assolombarda and Assolombarda Servizi S.p.A. act as joint Data Controllers and, pursuant to Article 26 of the GDPR, have entered into a joint controllership agreement regulating their respective responsibilities regarding compliance with the obligations arising from the Regulation. An extract of the aforementioned agreement is available at the offices of the Joint Controllers and can be requested by writing to the email address: privacy@assolombarda.it. The legal basis for such processing is the legitimate

interest of the Joint Controllers to rationalize resources and organize operations efficiently within their respective integrated organizations, also to improve and optimize their support offerings to businesses. The provision of data is always voluntary; however, it is necessary for inclusion in the CRM. In any case, you may at any time exercise your right to object to the processing by contacting Assolombarda – which acts as the contact point for the aforementioned Joint Controllers – at the following email address: privacy@assolombarda.it.

The data will be retained by Assolombarda and/or Silver Economy Network for the time necessary to achieve the purposes for which they were collected.

With respect to your personal data, you have the right, in the cases provided for, to access the data, request its rectification or erasure, or request the restriction of its processing, or to object to the processing or withdraw your consent to the processing of the data, where this constitutes the legal basis for the processing (Articles 15 et seq. of the Regulation). These rights may be exercised by contacting the Data Controllers at the following addresses:

- Assolombarda, Via Pantano 9, 20122 Milan – email: privacy@assolombarda.it;
- Silver Economy Network, Via Pantano 9, Milan – email: info@silvereconomynetwork.it.

Furthermore, we inform you that Assolombarda has appointed a Data Protection Officer (DPO), who can be contacted at the following email address: dpo@assolombarda.it.

If you believe your rights have been violated, you may lodge a complaint with the competent supervisory authority, without prejudice to your right to directly seek judicial redress.