



**PRIVACY NOTICE**  
**IN ACCORDANCE WITH ARTS. 13 AND 14 OF REGULATION (EU) 2016/679**  
**(GENERAL DATA PROTECTION REGULATION "GDPR")**

This Privacy Notice is related to the personal data processing activities that will be carried out on the occasion and for the purposes of the event which will take place on December, the 11 2024 at the Allianz MICO Milan ("**the Event**"). Please note that this privacy policy does not replace, but rather integrates, the privacy policy relating to the employment relationship with Costa Crociere.

**1. DATA CONTROLLER**

The data controller is Costa Crociere S.p.A. ("**Costa Crociere**", "**Company**" or "**Data Controller**").

**2. TYPES OF DATA**

Data may be collected and processed by the Data Controller for the purposes detailed below.  
During the event Costa Crociere may process:

- first name, last name, phone number and e-mail address;
- image and voice as part of photographic, audio and video footage taken for the event disseminated through the Company's audiovisual and social channels;
- additional personal information voluntarily provided by the Data Subject for the purpose of participation in the event and/or of management of transfer services, hotel services and guests assistance.

The above Data will be referred to below as **Personal Data** or **Data**.

In addition, among the Data you provide there may also be some Personal Data defined by the GDPR as "special" (e.g. Data relating to your health).

If applicable, these data will be processed for the sole purpose of participating in the Event and organizing ancillary services (i.e. transfer, hotel services, assistance) and only with your prior consent, as a legal basis for the related processing, which will be collected, also such as your action, in occasion of the organization of the above mentioned activities (regarding this aspect,

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Share capital Euro 344.310.720,00  
Tax code/Genova Commercial Register n. 02545900108

Costa points out that every information related to your health condition shall be communicated to CostaforYou).

### 3. PURPOSE AND LEGAL BASIS OF PROCESSING

The Company will process the Personal Data for the following purposes:

- a) to manage the participation in the event (including the registration to it and the management of other services, such as transfers, hotel reservations, guests assistance);
- b) to organize the event, to manage access to areas dedicated to the event and to ensure the safety of participants;
- c) promoting the image of the Company and the event organized to celebrate the holiday season;
- d) filming audiovisual (or audio-only or visual-only) content for publication in the Company's magazines, the Company's intranet and/or digital channels (e.g., Career website) and/or social channels (e.g., YouTube, Facebook, Instagram and TikTok) of the Company in order to communicate and/or promote the organized event.

**Legal basis** that authorizes the Company to process the Data for the purposes under a) is the needs to meet the data subject's request, under b), c) and d) is the legitimate interest of Costa Crociere to ensure the security of access to the areas dedicated to the event as well as the interest in promoting the image of the Data controller also through the dissemination of audiovisual content on its website and social channels.

Please note that should you wish not to be involved in the filming/shooting and/or wish that your photos/videos not be published on the Company's internal and external channels (i.e. website and/or social channels), you may always refrain from participating in the filming/shooting and/or you may point out to the photographer or event organizer that you do not wish to be filmed. Should your image eventually be collected, in any case, you may ask the Data Controller, by writing to the above-mentioned privacy mailbox, that such image be removed. We would like to point out, in fact, that the removal of your image will still be possible during post-production or, as a last resort, if this is not technically possible, the photo/video shoot will not be published.

#### **4. DATA PROCESSING METHODS**

The processing is carried out using computer, telematic and manual tools, with logic strictly related to the purposes themselves and, in any case, in such a way as to ensure the protection, confidentiality and security of the Data.

#### **5. NATURE OF THE PROVISION OF DATA AND CONSEQUENCES OF A REFUSAL**

The provision of Personal Data required when registering for the Event and/or organizing transfer services, hotels or ancillary services is mandatory and any refusal to provide such Data, in whole or in part, may result in the impossibility, for Costa Crociere, to allow your participation in the event or the organization of said services.

The conferment of your image or voice is optional.

#### **6. POSSIBLE TRANSFER ABROAD OF YOUR PERSONAL DATA**

The Company will not transfer to third countries the Personal Contact Data listed in the heading to this privacy notice.

With specific reference to the image, alone or in conjunction with the voice, as well as the name, once incorporated in the content, it will be transmitted through social channels without territorial limitations and therefore such Data may circulate in countries that, from the point of view of the processing of Personal Data, are not considered to offer sufficient guarantees. Nevertheless, due to the type of content and the mode of transmission, the Data Controller cannot predict a priori in which countries content incorporating your Personal Data will be visible.

#### **7. CATEGORIES OF PERSONS YOUR DATA MAY BE DISCLOSED TO**

Within the Company, the individuals who may become aware of the Data are the employees and collaborators of Costa Crociere who will be in charge of managing the event.

In order to carry out some of the activities related to the processing of Personal Data, and always for the purposes mentioned above, Costa Crociere may communicate the Data to companies, external entities or trusted professionals, as autonomous data controllers or data processors of their specific competence. These are journalists, companies that provide *security* services,

communications management, event organization, ancillary services organization, photographers as well as professionals who act as *providers* for the Data Controller.

The list of subjects to whom the Data may be communicated can be requested directly from the Company, writing to [privacy@costa.it](mailto:privacy@costa.it).

With reference to image, alone or in conjunction with voice, Data may be transmitted on Social Platforms and audiovisual channels or reported in articles and photographs related to the Company.

## **8. DATA RETENTION**

Costa Crociere will process the Personal Data as well as the image, either alone or in conjunction with the voice and name for as long as necessary to achieve the purposes mentioned in the previous point. After the event, the content of the videos may be stored on the Company's social profiles.

## **9. DATA SUBJECT RIGHTS**

Pursuant to art. 15-22 of GDPR, the Data Subject has the right to access his/her Data, to obtain at any time confirmation of the existence or non-existence of the same and to know its content, origin, geographical location, as well as to request a copy.

The Data Subject also has the right to verify its accuracy or request its integration, updating, rectification, restriction of processing, cancellation, transformation into anonymous form or blocking of data processed in violation of the law, as well as to oppose its processing in any case. In addition, the Data Subject has the right to request Data portability and to lodge a complaint with the relevant Supervisory Authority at <https://www.garanteprivacy.it/home>.

To exercise the above-mentioned rights, the Data Subject may contact the Data Controller by writing to [privacy@costa.it](mailto:privacy@costa.it) or by mail at the following address: Piazza Piccapietra 48, Genoa.

The deadline for replying to the interested party is thirty days, extendable up to three months in cases of particular complexity; in these cases, the Controller shall provide at least one interlocutory communication to the interested party within the thirty-day period.

The exercise of rights is, in principle, free of charge; the Data Controller reserves the right to charge a fee in the event of manifestly unfounded or excessive requests (including repetitive ones), also in the light of any indications that may be provided by the Data Protection Authority.