

PRIVACY NOTICE

This Privacy Notice explains how personal data ("Data") provided by you to - and collected by – CNH Industrial Italia S.p.A ("we", "us", "our", or the "Company") through this website will be handled in compliance with applicable laws and regulations. We are committed to protecting and respecting your privacy.

1. HOW WE OBTAIN DATA

Data that may be collected, processed and stored are the following:

- a. Identification and contact data (such as: your name, surname, email address, home address, etc.);
- b. professional data (such as: CNH company you belong to, place of work)
- c. Physical characteristics (shirt size)
- d. Images (photos you take during the event that you want to share with CNH)

Ordinarily, you will have provided such Data to us.

2. HOW WE USE DATA

Data collected may be processed by us for the following purposes:

- i. To allow you to participate to the initiative "Biking New Ground"
- ii. To enable you to share via e-mail with the community photos and videos you have taken while participating in the initiative
- iii. Subject to your specific consent, for the dissemination of pictures on Internal Company communication channels: internal campaigns on the Company intranet, internal corporate presentations
- iv. Subject to your specific consent, for promotional activities on the institutional publications and business official pages on the following social media: Facebook, Twitter, Instagram, LinkedIn, YouTube

With the exception of processing based on your specific consent, Data is collected and processed to fulfil contractual obligations relating to the services offered.

Please be aware that, if you have given your consent for the cases covered by this notice, you may withdraw it at any time. In case of withdrawal, the Company will remove and/or request the removal of the published images where technically possible

Data may be processed electronically within IT systems, and manually, in paper form. Data will be processed and stored for its whole lifecycle, ensuring security and confidentiality of the same in compliance with principles of fairness, lawfulness and transparency and in accordance with the provisions of applicable laws and regulations.

3. CONSEQUENCES OF FAILURE TO PROVIDE DATA

It is never mandatory to provide your Data. However, failure to provide Data that is required for your registration and that is marked as mandatory may prevent you from participating the "Biking New Ground" initiative. Conversely, failure to provide the Data marked as optional will not prevent you from participating at the event.

4. HOW WE SHARE YOUR DATA

We are part of the CNH, a global leader in the capital goods sector. Data may be shared and communicated to our subsidiaries and affiliates of the CNH, trusted external parties, service providers, based in and outside the European Union, which are under specific contractual obligation and may use it solely for the fulfillment of the purposes listed above.

Data may be communicated to third parties to comply with legal obligations, to operate and maintain our and the CNH security, protect our and the CNH rights or property, to respond to order of Public Authorities, or to exercise our rights before judicial authorities.

5. HOW WE TRANSFER YOUR DATA

In order to perform Data processing activities as detailed above, we may transfer Data in countries outside of the European Economic Area (EEA) and the United Kingdom, including storing such Data in digital or physical databases managed by entities acting on our behalf. Database management and Data processing are limited to the purposes of the processing and are carried out according to applicable data protection laws and regulations.

In case Data are transferred outside of the EEA or the United Kingdom, the Company will use any appropriate contractual measures to guarantee adequate protection of the Data, including – among others – agreements based on appropriate Data Protection Clauses applicable to the transfer of personal data outside the EEA.

6. RETAINING YOUR PERSONAL DATA

We maintain Data in our systems and archives for as long as necessary to pursue the purposes described in this Privacy Notice considering, when applicable, legal and contractual requirements.

When Data is no longer necessary for the purposes for which it is processed, Data is deleted or kept in a form which does not permit the identification of data subjects, provided that we are not legally required or permitted to hold such Data. We may continue to store Data for a longer period, as may be necessary to protect our interests related to potential liability connected to the provision of the services or products or the processing of Data.

Data processed for Marketing purposes will be retained until you withdraw your consent and, in any event, in accordance with the above-mentioned principles and the guidelines provided by the relevant Privacy Authorities in this respect.

7. DATA CONTROLLER

CNH Industrial Italia S.p.A., with Corporate Office in Turin, Lungo Stura Lazio 19, is the Controller for the Data it collects, processes and stores in the framework of this Privacy Notice.

8. YOUR RIGHTS REGARDING YOUR DATA

You may exercise your rights as defined by applicable laws and regulations, among these:

- Right of access: right to obtain from the Controller a confirmation as to whether or not your personal information is being processed, and, if so, to demand to gain access to your personal data.
- Right to rectification: right to obtain from the Controller the rectification of your personal data that you may consider inaccurate and to have incomplete information being completed, including by means of providing a supplementary statement.
- Right to erasure: right to obtain from us the erasure of your personal data without undue delay, where the request is made in accordance with the applicable laws and regulations.
- Right to object to data processing: right to object at any time to the processing of your personal data based on the legitimate interest of the Controller.
- Right to limit the data processing: right to obtain from the Controller a limitation on the processing activities when the accuracy and the precision of personal data is disputed, and for the time necessary for the Controller to verify the accuracy of personal data.
- Right to data portability: right to receive the personal data you provided to the Controller in a structured, commonly used and machine-readable format. You also have the right to transmit that

data to another data controller without hindrance from the Controller, especially following these conditions: the processing is based on consent or on a contract and the processing is carried out by automated means.

- Right to make a complaint: without prejudice to any other administrative or judicial dispute, if you believe the data processing has been carried out illicitly or not compliant with applicable laws and regulations, you have the right to raise a complaint with the Supervisory Authority of the State in which you reside or work habitually, or of the State where any breach has occurred.

You can exercise the abovementioned rights by contacting us as follows:

- Filling the online form you can find [here](#);
- Writing an email to privacy-EMEA@cnhind.com;
- Sending a letter to the Controller at the address indicated in the section 7 of this Privacy Notice, specifying “for the attention of Privacy Compliance”.

Should you send us a request, we may need to obtain additional personal information from you to verify your identity and contact you, if necessary. This information, together with other Data we already withhold, will then be processed to meet your request, as required by applicable law. Where necessary, certain information may be transferred to other companies within or outside CNH that act as data processors of your Data, in order to meet your request. Your Data will be processed for the necessary amount of time to evaluate and handle your request, after which your Data will be archived for a suitable time period allowing us to demonstrate that the request has been handled correctly and timely.

AUTHORIZATION FORM FOR MEDIA RECORDING

EXPRESSLY AUTHORIZE

CNH Industrial Italia S.p.A. (“**Company**”) and the companies directly or indirectly controlled by CNH Industrial NV (“**CNH Industrial**”), as well as its suppliers, to publish and disseminate my images and video, as created by me during the initiative “Biking New Ground” that will be held in Italy, Belgium, Austria, France and UK in September 2025 (“**Event**”), and voluntarily provided to CNH, among the Internal Company communication channels, Company intranet, as well as on the social networks and/or on the CNH’s institutional and internal publications, according to any applicable law and regulation and according to the methods described in the above privacy notice including by electronic and automated means, for a period according to any applicable law and regulation and without any limit on the territories and/or supports on which my images can be reproduced.

AND EXPRESSLY DECLARE

to waive any rights, claims, or interest I may have to control the use of my identity or likeness in whatever media used and understand that there will be no financial or other remuneration for recording me, either for initial or subsequent transmission or playback.