

PRIVACY POLICY

English

Information relevant to the processing of personal data

This information relevant to the processing of personal data addresses the user (the “**User**”) who is accessing this Website (the “**Site**”), to register and use the telematics services connected to the data that are collected by the equipment (the “**Equipment**”) provide by a geo-localization device (the “**Device**”).

In particular, it processes the data relevant to the location, the modalities and the parameters of use of the Equipment, in case the User associates them to the ID of a natural person - with particular reference to personal and contact data - entered by the User at the moment he/she registers to the Site and in any other forms provided (the “**Personal Data**”) . The protection of the Personal Data is important for our company, which has developed this information on the privacy, in compliance with art.13 of the European Regulations dated April 27th2016 no. 679 (“**GDPR**”), to inform on the way your data are collected, used, communicated and stored.

We therefore invite the User to read this document to know the privacy safeguard criteria and to write to us for any queries on this subject.

Process controller

The Personal Data shall be processed, as Process Controller, by Company Tierra, whose registered office is in Via Lombardore 223, 10040 Leini, Torino (Italy).

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Purpose and juridical basis of the processing

The Personal Data collected through the Site shall be processed for the following purposes:

- a) implementing the registration to the Site;
- b) viewing and monitoring the current and historical location of the Equipment, monitoring and analyzing the use of the Machinery (e.g. powering on and off, fuel consumption, engine parameters);

- c) providing assistance to the User;
- d) performing analyses and statistics of use,

We may perform the processing mentioned in letters from a) through d) without any need of consensus from the User, since it would be in execution of his/her autonomous requests, formulated by the User or as a consequence of the User's utilization of the Equipment.

Processing modes

The User's personal data shall be processed both in hard and soft copy, in compliance with the aforementioned regulations, using security measures aimed at ensuring their confidentiality and prevent the loss, destruction, modification, access or unauthorized disclosure of the personal data.

The Personal Data acquired through the Site shall be deleted, or - in any case - anonymized, once the purpose of their collection expires and if the User requests their deletion.

Subjects involved in the processing

The Personal Data are processed by the Process Controller, through its own employees and collaborators, who are formally authorized to the process, formed and informed as appropriate on the constraints set by the regulations on the processing of personal data pursuant to articles 29 and 32 of GDPR.

The Personal Data shall not be disseminated.

The Personal Data can be a subject of communication to, or in any case be known by, the following categories of addressees, irrespectively on their being appointed as process officers or not:

- a) companies appointed to manage, develop and maintain the Site and/or the Device.
- b) law firms for the safeguard - if required - of our rights or to manage litigations relevant to the sale and use of the platform.
- c) judicial bodies, arbitration panels, mediation bodies and relevant mediators, in case of litigations;
- d) companies in charge of the hosting and maintenance of the Site, or of the maintenance of the information system.

The process Owner can be requested the updated list of such subjects, through the modalities listed in the subsequent paragraph "Rights of the person involved"

Obligation/Non-Obligation to transfer the personal data

The transfer of the personal data by the User derives from a contractual obligation and is required to guarantee the functionalities of the Site as well as to provide

assistance to the User; therefore, failure to transfer such data shall not allow for the full operation of the service.

Rights of the data subject

At any time, the User can exercise the right to access his/her Personal Data, to ask for their modification, erasure - in the defined cases - the limitation of the processing or to oppose to their processing, as well as the right to ask for the portability of the data, addressing his/her request to the Process Controller at the aforementioned address of the registered office, or to E-mail address privacy@tierratelematics.com.

Right to submit a complaint

Furthermore, we wish to inform that the User will have the right to submit a complaint to the personal protection Supervisory Authority, should he/she believe his/her data have been processed in breach of his/her rights.

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