

Information on the Processing of Personal Data (Art. 13 EU Regulation 2016/679 – GDPR)

1. Data Controller

The Data Controller is Maserati S.p.A., with registered office at Viale Ciro Menotti 322, 41121 Modena (MO), Italy.
Contact email: privacy@maserati.com

2. Purpose and Legal Basis of Processing

The personal data provided through the registration form will be processed for the following purposes:
Management and organization of participation in the “Tridente Experience” event;
Operational and informational communications related to the event;
Fulfillment of legal and regulatory obligations connected to the initiative;
Institutional communication and marketing activities related to the event.

The legal basis for processing is the performance of pre-contractual and contractual measures (Art. 6, para. 1, letter b, GDPR) and the consent of the data subject (Art. 6, para. 1, letter a, GDPR) for the optional purposes mentioned above.

3. Methods of Processing

Data will be processed using manual and electronic tools, in full compliance with the principles of lawfulness, fairness, transparency, and confidentiality as required by the GDPR and applicable laws.

4. Data Retention

Personal data will be retained for the period strictly necessary for managing the event and for a maximum of 24 months after its conclusion, unless additional legal obligations require otherwise.

5. Data Communication and Disclosure

The data provided will be used exclusively by Maserati S.p.A. and by authorized personnel or operational partners appointed for event management purposes.

Data will not be transferred or disclosed to third parties for unauthorized commercial or promotional purposes.

6. Photographic and Audiovisual Recordings

During the event, photographic and video recordings may be made for documentation and promotional purposes. By participating in the event, the participant authorizes Maserati S.p.A. to use, publish, and/or disseminate their image and video recordings taken during the various stages of the experience, at the Company’s discretion, through Maserati’s official digital channels, social media, promotional materials, and communication platforms – always respecting the personal dignity of participants.

7. Rights of the Data Subject

At any time, the data subject may exercise the rights provided for in Articles 15–22 of the GDPR, including:
Access, rectification, erasure, and restriction of personal data processing;
Objection to processing;
Withdrawal of consent without affecting the lawfulness of processing based on consent before its withdrawal;
Lodging a complaint with the Italian Data Protection Authority.

Requests may be sent to:
privacy@maserati.com

8. Online Acceptance Clause

By completing the registration form and selecting the relevant consent box, the user declares that they have read and understood this information notice and consents to the processing of their personal data for the purposes indicated above, including authorization for the use of photographic and video images taken during the event.