



Mercedes-Benz

Mercedes-Benz
Italia S.p.A.
A Daimler Company

Mercedes-Benz Italia S.p.A. - Data Protection Consent Declaration for marketing purposes

We would like to provide you with individual information and advice corresponding to your specific interests. We therefore kindly ask you to consent to the use of your data. We will duly and diligently safeguard the privacy and confidentiality of your data.

Data Controller:	Data Protection Officer:
Mercedes-Benz Italia S.p.A. società unipersonale Via Giulio Vincenzo Bona 110, 00156 Roma, Italia mercedesbenzitalia@legalmail.it hereinafter "Data Controller"	Daimler AG Chief Officer Corporate Data Protection HPC E600 70546 Stuttgart Germany e-mail: data.protection@daimler.com

The data are solely used to provide me with offers tailored to my interests (e.g. test drives, events, special offers, services during a dealer visit) by the contact channel provided by me. For this purpose analytical procedures including profile building may be used to assess my interests.

The processing of your personal data for the purposes specified above is based on your consent. Declaring consent is voluntary. We will only process your personal data on the basis of this consent for the aforementioned purposes until you revoke your consent or object to the processing. For this, you can at any time contact us Mercedes-Benz Italia S.p.A., via G. V. Bona, 110, 00156 Roma (RM), mercedesbenzitalia@legalmail.it, 00800 – 9777 7777. Withdrawing consent does not affect the lawfulness of any processing activities based on consent prior to withdrawal or other lawful processing activities. You have the right to request access to and rectification or erasure of personal data or to restriction of processing of personal data and the right to lodge a complaint with us or a supervisory authority at any time. You are free to exercise your right to data portability. To do so you can contact us at the following e-mail address: mercedesbenzitalia@legalmail.it

Your personal data will be shared with our marketing agencies (communication agencies and call centers) that will process them, as data processors on our behalf, for the same purposes as Mercedes-Benz Italia S.p.A. or for instrumental and related purposes.

Your personal data will be retained no longer than necessary to achieve the purposes described above, and for a maximum of five years after your last consent, or for any further duration required by virtue of applicable retention obligations.

Yes, I would like to receive information and advice about products and services of Mercedes-Benz Italia S.p.A., Daimler AG and its affiliated companies.

For this purpose, I hereby give my consent that

- my name, contact details and information regarding me provided by me (e.g. address, email address, telephone number, instant messenger ID, social network addresses, interests),
- data about my vehicle (e.g. vehicle configuration, mileage, data from the digital service booklet) and
- information about products purchased and services used (e.g. lease agreements, Mercedes me connect services booked, vehicle configurations stored)

are collected, processed and used by the Data Controller.

You also have the right to object at any time and free of charge, to the processing of your personal data for direct marketing purposes, respectively to the processing, including profiling to the extent that same is related to such direct marketing.

