

Information to Business Customer "NATURAL PERSON" provided by Telecom Italia pursuant to Article 13 of the Personal Data Protection Code (Legislative Decree 196/2003)

Dear Customer,

in pursuance to article 13 of Legislative Decree 196/2003, so-called Personal Data Protection Code, Telecom Italia herewith provides you with the following Information regarding the processing of your personal data in relation to the services supplied to you.

1) Purposes for which processing of Customer personal data is necessary

Your personal data, including those relating to telephone and/or electronic communications traffic (so-called "traffic data"), that you have provided and/or which we have acquired through third parties also during the term of the contract, shall be processed by Telecom Italia in relation to the performance of the contract, including pre-contractual activities: **a)** provision of electronic communication services (i.e. access to mobile, fixed line, electronic telephone networks, transmission of communications made by you) and any other related services requested; **b)** construction and maintenance/assistance of electronic communications systems and telecommunication lines; **c)** maintenance/assistance, installation, delivery for products, devices and equipments; **d)** billing, also on behalf of third parties, of subscription charges, traffic and of any other supplementary product/service; **e)** management of complaints and disputes; **f)** prevention of fraud and management of payment delays or defaults on payment; **g)** protection and, if necessary, debt collection; **h)** assignment of credit to authorised companies; **i)** keeping and use of customer accounting data relative to timeliness of payments for rewarding policies; **j)** sending of communications by institutional entities, relating to emergency measures; **k)** possible participation to prize competitions.

Furthermore, where you have subscribed to one of Telecom Italia's internet services and/or a mailbox service, the data provided by you shall be processed in order to access services available in Telecom Italia's websites/portals. These services include, inter alia: access to the "Telecom Italia Bill", with traffic records relating to calls or internet connections made in the event that you have requested itemized billing; the viewing of payment status; information on status of request and/or of trouble tickets on faults that have been reported; assistance; purchase of products and/or services. In particular, if you have subscribed to a ADSL Service and you intend to use the technical assistance service, please be advised that during the test phase on the set up of your browser, e.mail client and modem, the following data will be detected: the software configuration of internet connection, including the related technical data of your personal computer and configuration of the hardware, data that shall be transmitted with the ticket that you will send to Telecom Italia's Customer Care.

In order to activate and manage new or additional contracts and for the purpose of carrying out preliminary verifications, Telecom Italia may acquire directly or by third parties information on your rate of reliability and timeliness in payments taken from public databases and registers (i.e. registration in the list for protested bills or subject to legal proceedings) and from credit information systems (i.e. credit/financial relationships); for the same purposes Telecom Italia may consult its records as well. In this context, it may be possible to process and/or acquire synthetic evaluations ("score") on your credit rating which are based on public data and/or credit information and/or information acquired in relation to the requested contract and to the contracts in progress or already expired with Telecom Italia, if any. These synthetic evaluations (score) will be retained by Telecom Italia for the time strictly necessary to perform the activities concerning the execution of the contract and the managing of your request to access personal data, if any. Your historical data relating to status and timeliness in payments and to possible complaints, within contracts in progress or already expired, will be retained for such purposes for a period not exceeding five (5) years from the date in which the contractual relationship with Telecom Italia has expired and, anyway, until the delay in payments persists and the activities of debt collection are still ongoing. Moreover, in accordance with the current law on the public system of fraud prevention in the sector of consumer credit, with specific reference to identity theft, Telecom Italy shall communicate data to the Central Computerized Archive, established in Ministero dell'Economia e delle Finanze (data controller) and managed by Consap S.p.A. and linked to databases of Agenzia delle Entrate, Ministero dell'Interno, Ministero dei Trasporti, Inps, Inail, for the purpose of verifying the authenticity of the data contained in the documents provided by customers (if deemed useful to ascertain their identity, if requested extensions or deferred payments of services), as well as for the exchange of information necessary to prevent the risk of fraud and the fight against fraud suffered by identity theft.

In addition to the purposes described above, your personal data including those relating to traffic, may be processed with the objective may be processed by Telecom Italia in order to enforce or defend any of its rights in court as well as to fulfill obligations under laws, regulations or EU legislation and provisions arising under statutory requirements by Authorities.

Your personal data is necessary in order to achieve the above mentioned purposes; failing to provide these data or providing data incompletely or incorrectly may result in the impossibility for Telecom Italia to activate or deliver the services requested.

2) Processing and retention of traffic data for billing/claim of payment and marketing purposes

Pursuant to Article 123 of the Italian Personal Data Protection Code, telephone traffic data and/or electronic communications traffic data shall be retained: **a)** for a period not exceeding six (6) months for billing and/or for claim of payment, subject to such additional retention as may be specifically necessary on account of a claim also lodged with judicial authorities; **b)** for the period specified in the possible contracts you signed for the purpose of the provision of value added services and for marketing electronic communications services.

3) Additional purposes for personal data processing with the Customer's prior consent (artt. 23, 123 and 130 of Personal Data Protection Code)

In case you have given your consent upon activation of the service requested or at a later stage, and until you withdraw your consent, your personal data, including traffic data, may be processed by Telecom Italia, by automated means of contact (such as sms, mms, fax, calling systems, email and web applications) and traditional (calls by human operator) for the purposes of sending advertising materials, direct marketing, carrying out of market researches and business communication, with regard to the offer of products and services of Telecom Italia. Other than as just indicated, the postal address you have given us during the purchase of our product or service can instead be handled by Telecom Italia, unless your objection in the way specified in point **8)** below, for the above mentioned marketing purposes, relating to our products or services similar to those you have purchased.

Moreover, in case you have given your express consent, your individual and detailed personal data (including traffic data and internet browsing data) may be processed by Telecom Italy to identify, also through electronic processing, your specific behaviours and consumption habits in order to improve services supplied, meet your needs and address the commercial proposals of interest. It remains still the possibility for Telecom Italia to process these data in aggregate form in compliance with the measures provided by Italian Data Protection Authority and under the specific exemption from the consent provided by the same Authority, for analysis and electronic processing (i.e. classification of customer base in homogeneous categories for levels of services, consumption, expenditure, etc..) in order to periodically monitor the development and the economic trend of activities of Telecom Italia, orient its industrial and business processes, improve services and pricing plans, design and perform the marketing communication campaigns.

4) Additional purposes for data processing with the Customer's consent for receiving third party advertising from Telecom Italia (art. 23 and 130 of Personal Data Protection Code)

In case you have given your additional and specific consent upon activation of the service requested or at a later stage, your personal data, including traffic data, may be processed by Telecom Italia to communicate and/or send, by automatic means of contact (such as sms, mms, fax, calling systems, email and web applications) and traditional (calls by human operator), third party advertising material and commercial information.

The providing of your personal data and your consent to use them for purposes referred to in this point 4) and previously in point 3) is not compulsory, but it can help us to improve our products and services and communicate to you any updates of your interest. Anyway you may verify and withdraw your consent for such purposes at any time by contacting free-of-charge the phone numbers 191 or 800.191.101. Moreover, you have the right to object in part to the processing of your personal data for the marketing purposes (by automated or traditional means of contact). Following your refusal or withdrawal of such consent, Telecom Italia shall process your personal data strictly for the purposes described previously in point 1).

5) Procedures and logic applied to data processing

Personal data processing shall be carried out manually (e.g. hard copies) and/or by electronic or automated means, on the basis of logic of organization and processing of your data, including traffic data, correlated to the purposes described above, and in any event, in a way such as to ensure the security and the confidentiality of the data and of the communications. With regard to dedicated telephone assistance and in order to efficiently respond to customer enquiries, your personal data shall be managed using appropriate computerised procedures. In this way the telephone operator, upon receiving the call, is able to identify the type of contract you have, i.e. the type of service (subscription or prepaid), the device used, etc.

6) Data Controller, Data Processors and categories of Persons in charge of the processing in Telecom Italia

The Data Controller is Telecom Italia S.p.A., with registered offices in via Gaetano Negri, n. 1 - 20123 Milan.

The Data Processors are: Mr. Goffredo Sdrubolini, who is domiciled at Telecom Italia S.p.A., viale Parco De' Medici, n. 61 - 00148 Roma, and Mr. Paolo Chiozza, who is domiciled at Telecom Italia S.p.A., viale Parco De' Medici, n. 9 - 00148 Roma. The updated list of Data Processors may be consulted by clicking on the "Privacy" link on the www.telecomitalia.com website.

Your personal data shall be processed by employees of the following departments: Customer Care, Sales, Marketing, Billing, Network and Information Technology as well as telephone operators (also employees) for services aimed at providing assistance, information, advertising, promotional and sales activities. These employees and operators, who work under the direct supervision of the relevant "Data Processor", have been appointed "Persons in charge of the processing" and have received adequate operating instructions in this respect.

7) Categories of third parties to which personal data may be communicated as Data Controllers or who may acquire such data as Data Processors or Persons in charge of the processing.

Your personal data may be processed not only by Telecom Italia employees, but also by third parties, including Telecom Italia Group companies based in Italy and/or abroad, to which Telecom Italia has assigned certain activities (or parts thereof) for the purposes referred to in point 1) and, in the event that you have given the consent, for additional purposes referred to in points 3) and 4). In such cases, these third parties either operate as independent Data Controllers or will be appointed as Data Processors or as Persons in charge of the processing and they mainly include the following categories: **a)** entities to which Telecom Italia has assigned the construction, maintenance/assistance of electronic communications systems and telecommunication lines and/or the delivery, installation and maintenance/assistance of products, devices and equipments; **b)** entities (i.e. call centers) to which Telecom Italia assigns the activities of assistance, advertising, promotional and sales services to customers; **c)** entities to which Telecom Italia communicates Fiscal Code Numbers/VAT Registration Numbers in order to verify the accuracy and validity of customer data; **d)** debt collection agencies and companies operating in the field of fraud prevention and which provide for credit, economic and commercial information services, including those which manage information systems for verifying payment reliability and promptness; **e)** companies which process traffic data for billing purposes; **f)** companies in charge of printing and forwarding invoices and/or other documentation to customers; **g)** other electronic communications operators providing non geographical numbers, on behalf of which Telecom Italia carries out billing services and, in some cases, the related debt collection activities; **h)** consultancy firms; **i)** credit assignee companies; **j)** sales agents, brokers and dealers; **k)** companies which carry out market researches and surveys; **l)** Authorities (i.e. AGCOM, Garante privacy), Ministero dell'Economia e delle Finanze and any other public entity authorized to request data.

8) Right of access to personal data and other rights pursuant to article 7 of the Personal Data Protection Code

You have the right to access data relating to you at any time and to exercise the other rights provided for in article 7 of the Personal Data Protection Code (to request the source of your personal data, the rectification, the updating or the integration of inaccurate and incomplete data, the erasure or blocking of data that has been processed unlawfully, to object to the processing of your personal data on legitimate grounds or, anyway, for the purpose referred to previously in points 3) and 4)), also in part in relation to the use of automated means, by contacting the relevant Data Processor indicated previously in point 6), or by writing to the Customer Care as shown in the telephone bill, or by contacting free-of-charge the phone numbers 191 or 800.191.101.

Telecom Italia S.p.A.