

## **PERSONAL DATA PROCESSING**

The personal data provided by the User for registration at World Ducati Week 2024 (hereinafter “event”) will

be processed by the Data Controller of Ducati Motor Holding S.p.A. - Company with sole shareholder -

Company subject to the direction and coordination of AUDI AG, with headquarters in via Cavalieri Ducati no.

3, Bologna, Italy (hereinafter “Ducati”), and by VIVATICKET with registered office in Via Antonio Canova

16/20, 40138 Bologna (hereinafter “VIVATICKET”) as Data Processor appointed by Ducati for the on-line sale of access passes to events organised by Ducati.

Ducati therefore avails itself of the collaboration of VIVATICKET for the process of selling access passes online, through the platform [www.vivaticket.com](http://www.vivaticket.com) and [wdw.vivaticket.it](http://wdw.vivaticket.it) (b2c).

The registration process is divided into two macro steps: a first registration by the user on the Ducati website

(if not already registered), and a subsequent navigation on the [www.vivaticket.com](http://www.vivaticket.com) website for the process of purchasing the ticket online.

For the User, after registering (with the simultaneous acceptance of the privacy policy contained therein) on

the Ducati website, it may be necessary, to activate certain services if requested, to collect further data on the website [www.vivaticket.com](http://www.vivaticket.com).

VIVATICKET will use the personal data provided to: allow navigation and registration at the event, the

possible conclusion and execution of a purchase contract through the Site, provide for the provision of

products and services requested by the User, to provide information and assistance requested by the User.

Ducati and VIVATICKET have great respect for the privacy of their Users. The data that may be

communicated by the visitor to the site will be treated with the utmost attention and with tools to ensure

the security, in full compliance with current legislation protecting personal data.

The privacy policy, in its full version, is available at the following link:

[https://backendcdn.vivaticket.it/wms\\_images/ducati/Informativa\\_Piattaforma\\_WDW\\_Vivaticket1.0.pdf](https://backendcdn.vivaticket.it/wms_images/ducati/Informativa_Piattaforma_WDW_Vivaticket1.0.pdf)