



REPLY – PHOTO & VIDEO WAIVER and PRIVACY NOTICE

Reply group entities organize events for promotional purposes to increase the popularity of their brands, products and services, using material recorded during such events for internal purposes and advertising communications.

Reply group entities are making available to you this Reply Photo & Video Waiver (the “**Waiver**”) to raise your attention to the possibility that your image might be recorded during such events and used for the purposes mentioned above. The following Waiver and Privacy Notice are of general usage, valid regardless of location; country-specific rights and limitations are listed and directly accessible via the interactive drop-down menu below. A full-substitutive Waiver and Privacy Notice are available in the drop-down menu below for US residents only.

Choose the document applicable to you depending on your country of origin:

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1. **General Reply Photo & Video Waiver**

Given the reasons mentioned above, by attending the Brain:Storm 2025, Donoratico (LI), 03 – 05 ottobre 2025 (hereinafter, the “**Event**”), you

EXPRESSLY GRANT

- a) To Reply S.p.A., with registered office in Turin, Corso Francia 110, Italy (Tax Code number 08013390011) and any Reply group entity (hereinafter Reply S.p.A. and any company of the Reply group are jointly defined as “**Reply Group Entities**”)
 - i. The right and unrestricted permission to collect and take, during the Event, declarations, audio recordings, video recordings, and photographic material incorporating your image, voice, and/or statements, including references to your name in connection with such material (hereinafter, jointly defined as the “**Material(s)**”);
 - ii. The right of communication to the public, dissemination, processing, use, reproduction, recording, distribution and publication in all forms and through any means currently known or to be invented in the future (either analogic, magnetic, digital or optical, such as notably, using printing, photocopying, digitization, scanning, downloading, television broadcasting, radio broadcasting, on any wired or wireless networks, *i.e.*, telephone, digital, internet, intranet, extranet, etc. - allowing viewing of the Material on any devices, mobile devices, PDA, monitor, etc. and any other means of reproduction or communication to the public), free of charge and without limits of territory and frequency of use of the Materials. Such right shall be granted for the retention periods as specified in the Privacy Notice attached below, in full or in part, for internal events and initiatives as well as for promotional purposes relating to the products and services promoted by the Reply Group Entities, also, among others, in the context of events organized by them, presentations, their institutional pages, as well as on their official



pages on social networks or Reply websites, also in the context of advertising campaigns and/or press communications;

- iii. the right to amend, alter or copy whole or part of the Materials, also adding parts, taking excerpts, and adapting, editing, cutting, cropping or transforming the Materials on the Reply Group Entities' needs and for the purposes as mentioned above, waiving any right of prior inspection or approval of the Materials; and

DECLARE TO

- b) Have the full right to grant the rights mentioned above, that the Reply Group Entities are the sole owners of the Materials and any property rights thereto, that you are not bound by any exclusivity commitment regarding the use of your image, voice or name, and did not grant any rights to third parties contrary to this. Consequently you release the Reply Group Entities and any third party assignees from any liability and expressly indemnify the Reply Group Entities and any third party assignees from any dispute or claim that third parties in this regard or, more generally, concerning the Materials, including any claims from you based on your moral rights;
- c) Have been informed and acknowledge that the Reply Group Entities are under no obligation to use the Materials in whole or in part and that you shall have no claim against the Reply Group Entities in connection with the lawful use of the rights granted to the Reply Group Entities and any third-party assignees, pursuant to this Waiver, or for any other performance in connection with the appearance and use of the Materials depicting you;
- d) Have no consideration, remuneration, fee or other contribution to expect for the rights granted through this Waiver;
- e) have received from the Reply Group Entities and have read the data protection notice (the Privacy Notice) regarding the processing of your personal data attached to this Waiver; and
- f) Be over the age of majority and have the legal capacity to grant this Waiver.

If you do not want to grant such rights, you cannot attend the Event.

Unless provided otherwise, the definitions of this Waiver apply to the Privacy Notice below.

2. General Reply Privacy Notice

Reply (as defined below) respects your privacy and is committed to protecting it through our compliance with this Privacy Notice. This Privacy Notice contains information about how Reply processes your personal data contained in the Material (the "**Personal Data**"); what we do with that information; who we may share it with and why; and your choices and rights with respect to such activities.

For the purposes of this Privacy Notice, the data controller is Reply S.p.A, with a registered office in Turin, Corso Francia 110, Italy (Tax Code number 08013390011) (hereinafter "**Reply**").

The Reply's Data Protection Officer ("**DPO**") and Privacy Contact Persons that you can refer to are:

- a) dpo.it@reply.it
- b) dpo.de@reply.de
- c) dpo.uk@reply.com
- d) privacy.security.br@reply.br

DATA USE AND PROCESSING

Reply will process the Personal Data to



- a) perform the activities subject of the Waiver;
- b) comply with applicable laws;
- c) perform potential corporate transactions, including mergers, acquisitions, and transfers of going concern; and
- d) defend and claim a right in a potential dispute.

The processing of the Personal Data for the performance of the activities of letter a) above is not mandatory. However, by joining the Event, you will grant the Waiver. In any case, Reply will perform reasonable efforts to inform you that photos/videos will be taken at the Event in several moments as the case may be: in the Event invitation and registration phase, using notices at the venue in the areas of the Event. The legal basis for processing Personal Data for this purpose is the performance of the Waiver.

The processing of the Personal Data for the purposes referred to in letters b) and c) above is based on the legitimate interest of Reply to performing such activities that are adequately balanced with your claim, given the limitations applicable to this data processing. This data processing is not mandatory, and you can object to that, to the extent permitted by applicable laws, by contacting Reply at the details indicated in the paragraph "Contact Us" unless Reply demonstrates compelling legitimate grounds for the processing which override your interests, rights, and freedoms or the processing is necessary for the establishment, exercise or defence of legal claims.

In all the purposes of processing described above, Reply ensures the honor, respectability, and intimacy of the attendee will not be affected.

PROCESSING METHOD AND DATA SECURITY

Your Personal Data will be processed in compliance with current and applicable legislation and the principles of accuracy, lawfulness, transparency, and confidentiality. These Personal Data will be processed with computer tools and on paper and any other type of suitable support in compliance with the security measures provided by the applicable privacy regulations.

COMMUNICATION AND DISSEMINATION OF DATA

Within the limits of the purposes of the processing listed above, the Personal Data can be communicated, distributed, published, and/or disseminated in any form according to the terms of the Waiver.

For the above-stated purposes, the Personal Data can also be transmitted to Reply's authorized suppliers, acting as Reply's data processors. In particular, Personal Data can be processed by suppliers supporting us for the Event, such as photo/video agencies, including Reply Group Entities.

Reply does not transfer your Personal Data outside the EEA/UK, except for the transfer underlying the publication of photos/videos on Reply official pages on the social networking platforms mentioned above and the sharing of the photos/videos with authorized Reply employees based outside the EEA/UK for pursuing the above purposes. In the event that your Personal Data is transferred by Reply outside the EEA/UK to a country that does not provide an adequate level of protection of Personal Data, Reply will take measures to ensure that your Personal Data is adequately protected in accordance with the EU Data Protection Regulation 2016/679 (the "GDPR").

DATA RETENTION PERIOD

The processed Personal Data will be retained for the duration of the Waiver unless a more extended period is required as a consequence of pending disputes.

DATA SUBJECT'S RIGHTS

At any time and free of charge, you have the right – within the limit provided by applicable laws and save for Reply Entities' prevailing interest - to

- a) obtain confirmation of the existence or not of Personal Data concerning you;
- b) know the origin of the Personal Data, the purposes of the processing and its methods, as well as the logic applied to the processing carried out by electronic means;
- c) request the updating, rectification, or - if interested - the integration of the Personal Data concerning you;



- d) obtain the cancellation, transformation into anonymous form, or blocking of any personal data processed in violation of the law, and to oppose, for legitimate reasons, the processing;
- e) request from Reply the restriction of the processing of the Personal Data concerning you in the event that (i) you contest the accuracy of the Personal Data for the period necessary for Reply to verify the accuracy of such Personal Data; (ii) the processing is unlawful, and you oppose to the deletion of the Personal Data and request instead that its use be restricted (iii) although Reply no longer needs the Personal Data for processing purposes, the Personal Data is necessary for you to establish, exercise or defend a right in or out of court; (iv) you have objected to the processing pursuant to Article 21(1) of the GDPR pending the establishment, exercise or defense of a right or pending verification of whether the legitimate reasons of Reply prevail over yours;
- f) object at any time to the processing of your Personal Data based on legitimate interest;
- g) request the deletion of the Personal Data concerning you without undue delay; and
- h) obtain the portability of your Personal Data.

CONTACTS:

You also have the right to complain to the competent data protection supervisory authority. Requests for the exercise of rights may be sent to the email address in the “*Contact Us*” section below.

CONTACT US

At any time, you can request any privacy inquiries and exercise the rights provided by this Privacy Notice by emailing us at the storm@reply.it

This Privacy Notice is valid as of the effective date. However, Reply may make changes and/or additions to this Privacy Notice as a consequence of any subsequent regulatory changes and/or additions. The text of the updated Privacy Notice will be notified in advance so that you can read it promptly.

3. Addendum for Brazilian residents

Brazilian Data Subjects' rights:

In case the Brazilian law applies, at any time and free of charge, you have the right – within the limit provided by applicable laws - to:

- Right of confirmation and access – you have the right, upon request, to be informed if there is any personal data processing involving your Personal Data and, if so, a copy of the information that Reply holds about you.
- Right of rectification – you have a right to correct Personal Data that Reply holds about you that is inaccurate, outdated, or incomplete.
- Right to anonymization, blocking, or erasure – you may request the anonymization, blocking, or erasure of your Personal Data, particularly where the Personal Data is no longer necessary, excessive, or is processed in violation of the LGPD.
- Right of portability – you have the right to have the Personal Data Reply held about you transferred to another data controller (company/organization) limited to commercial or industrial secrets.
- Right to object – you have the right to oppose any processing based on one of the legal bases other than your consent if there is noncompliance with the provisions of the LGPD.
- Right to withdraw your consent – you are entitled to withdraw your consent at any time. Withdrawal of your consent will not affect the lawfulness of the processing carried out prior to the withdrawal of your consent.
- Right to deletion – you have the right to request the deletion of your Personal Data processed based on consent.
- Right to information – you have the right to request information about the public or private entities with which Reply has shared your Personal Data.
- Right to review automated processing, including profiling – you also have the right to request the review of decisions taken solely on the basis of automated processing of Personal Data that affects your interests, including decisions intended to define your personal, professional, consumer, or aspects of your personality.
- Right to complain - you have the right to complain to the supervisory authority and consumer-defense



entities.

4. Addendum for French residents

Section "Data Subject's Rights": You have the right to define (general or specific) directives regarding the fate of your Personal Data after your death.

5. Addendum for German residents

You also DECLARE TO permit using your name for advertising purposes (according to Sec. 12 BGB and sec. 823 para. 1 German Civil Code).

6. Addendum for UK residents

You also DECLARE TO waive absolutely any and all moral rights you may have, arising under the Copyright, Designs and Patents Act 1988 concerning the Materials and, so far as is legally possible, any broadly equivalent rights you may have in any territory of the world and recognize and accept that the waiver is granted in consideration for the sum of £1 (receipt of which is hereby acknowledged)

7. Full Reply Photo & Video Waiver and Privacy Notice for US residents only

REPLY APPEARANCE RELEASE

This Reply appearance release (the "**Release**") is made to allow Reply S.p.A., with a registered office in Turin, Corso Francia 110, Italy (Tax Code number 08013390011) and any Reply group entity' (hereinafter Reply S.p.A. and any company of the Reply group are jointly defined as "**Reply Group Entities**"), to film, photograph and otherwise record or use your name, voice, likeness, appearance, actions, voice, conversations and characteristics/mannerisms (collectively, your "**Appearance**") in connection with your attendance at the the "Brain:Storm 2025" Donoratico (LI), 03 – 05 ottobre 2025, organized by the Reply Group (Storm Reply S.r.l) Entities and use such Appearance as set forth herein.

- a) For good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, you acknowledge and agree that the Reply Group Entities shall be the exclusive owner of all copyright and other rights in and to such Appearance, which shall be deemed a work-made-for-hire specifically ordered and/or commissioned by the Reply Group Entities, and you hereby irrevocably and unconditionally grant to the Reply Group Entities the right (but not the obligation) to use (or allow others the right to use) your Appearance and any and all information supplied by or about you, including biographical information and/or other materials you may provide, as well as additional information the Reply Group Entities may have received from other sources, in and in connection with the advertising and promotion of the Reply Group Entities by any and all means, media, devices, processes and technology now known or hereafter devised throughout the universe in perpetuity ("**Granted Rights**"). You agree that the Granted Rights include the right to amend, alter or copy the Appearance, also adding parts, taking excerpts, and adapting the Appearance on the basis of the Reply Group Entities' needs, waiving any right of prior inspection or approval of the Appearance. You hereby waive any "moral rights" you may have in or to the Appearance. Reply Group Entities shall have no obligation to use the Appearance but may do so without payment to yourself or any other person or entity.
- b) You represent and warrant that you have the full right to grant the Granted Rights, that the Reply Group Entities are the sole owners of the Appearance and any property rights thereto, and that you did not grant any rights to third parties contrary to this.



- c) **LIABILITY RELEASE.** To the maximum extent permitted by law, you hereby release the Reply Group Entities, each of their respective successors, assignees, and licensees, and each of their respective parents, subsidiaries, and affiliated companies (all such individuals and entities collectively referred to as the "**Released Parties**") from any claim of any kind or nature whatsoever arising from the use of the Appearance including, without limitation, any and all claims, demands, or liabilities for invasion of privacy, infringement of your right of publicity, defamation (including libel and slander) and any other personal and/or property rights (collectively, the "**Released Matters**"). You intend and agree that this Release shall be effective as a full and final accord, satisfaction, and general release of and from all Released Matters. In connection with this waiver, you acknowledge that you are aware that you may hereafter discover claims presently unknown or unsuspected or facts in addition to or different from those which you now know or believe to be true with respect to the subject matter of this Release. Nevertheless, you intend by this Agreement to release fully, finally, and forever all Released Matters under this Release. On the basis of such intention, the releases outlined in this Agreement shall be and shall remain in effect as full and complete releases notwithstanding the discovery or existence of any such additional or different claims or facts relevant hereto.
- d) You have been informed and acknowledge that the Reply Group Entities are under no obligation to use the Appearance in whole or in part and that you shall have no claim against the Reply Group Entities in connection with the Granted Rights and any third-party assignees, pursuant to this Release, or for any other performance in connection with the Appearance and use of the Appearance.
- e) You have no consideration, remuneration, fee, or other contribution to expect for the rights granted through this Reply Appearance Release (the "**Release**");
- f) You received from the Reply Group Entities and have read the Privacy Notice regarding processing your Personal Data attached to this Release.
- g) All controversies or questions with respect to this Release shall be determined in accordance with Italian law without regard to conflict or choice of law principles.
- h) This Release contains the full and complete understanding between us with respect to the Appearance and cannot be modified except by a writing signed by the applicable Reply Group Entity. The illegality, invalidity, or unenforceability of any provision of this Release shall in no way affect the validity or enforceability of the remainder of this Release, which shall be enforced to the maximum extent permitted by law.

If you do not want to grant such rights, you cannot attend the Event.

Unless provided otherwise, the definitions of this Waiver also apply to the Privacy Notice below.

EVENT PRIVACY NOTICE

Reply (as defined below) respects your privacy and is committed to protecting it through our compliance with this Privacy Notice. This Privacy Notice contains information about how Reply processes your personal data contained in the Material (the "**Personal Data**"); what we do with that information; who we may share it with and why; and your choices and rights with respect to such activities. This Privacy Notice is intended to satisfy our Notice at Collection requirements under the California Consumer Privacy Act and the regulations issued thereto, each as amended (collectively, the "CCPA"). Specific notices by data subject category (e.g., Marketing, Supplier, Candidates, Clients, etc.) are listed in the footer of the Reply website: reply.com.

For the purposes of this Privacy Notice, the data controller is Reply S.p.A., with a registered office in Corso Francia 110, Turin, Italy (Tax Code number 08013390011), (hereinafter "**Reply**"). The Reply's Data Protection Officer contact is DPO Italy dpo.it@reply.it.

CATEGORIES OF PERSONAL DATA COLLECTED

We may collect identifiers, including your name, company, title, and audio, visual, and other electronic data,



including audio and/or video recordings, photographic material incorporating your image, and your statements during the Event.

DATA USE AND PROCESSING

Reply will process the Personal Data to

- a) perform the activities subject of the Waiver, *i.e.*, to organize events for promotional purposes to increase the popularity of their brands, products and services, using material recorded during such events for internal purposes and advertising communications ("**Promotional purposes**");
- b)
- e) comply with applicable laws and defend and claim a right in a potential dispute ("**Legal purposes**"); and
- c) perform potential corporate transactions, including mergers, acquisitions, and transfers of going concern ("**Business purposes**").

The processing of the Personal Data for the performance of the activities of letter a) above is not mandatory. However, by joining the Event, you will grant the Waiver. In any case, Reply will perform reasonable efforts to inform you that photos/videos will be taken at the Event in several instances: in the Event invitation and registration phase and using notices at the venue in the areas of the Event. The legal basis for processing Personal Data for this purpose is the performance of the Waiver.

The processing of the Personal Data for the purposes referred to in letters b) and c) above is based on the legitimate interest of Reply to perform such activities that are adequately balanced with your interest, given the limitations applicable to this data processing. This data processing is not mandatory, and you can object to such processing by contacting Reply at the details indicated in the paragraph "Contact Us" unless Reply demonstrates compelling legitimate grounds for the processing which override your interests, rights, and freedoms or the processing is necessary for the establishment, exercise or defense of legal claims.

SALES AND SHARING OF PERSONAL DATA

Reply does not "sell" or "share," as those terms are defined under the CCPA, the Personal Data we collect from you at Events.

PROCESSING METHOD AND DATA SECURITY

Your Personal Data will be processed in compliance with current and applicable legislation and the principles of accuracy, lawfulness, transparency, and confidentiality. These Personal Data will be processed with computer tools and on paper and any other type of suitable support in compliance with the security measures provided by the applicable privacy regulations.

COMMUNICATION AND DISSEMINATION OF DATA

Within the limits of the purposes of the processing listed above, the Personal Data can be communicated, distributed, published, and/or disseminated in any form according to the terms of the Waiver.

For the above-stated purposes, the Personal Data can also be transmitted to Reply's authorized suppliers, acting as Reply's data processors. In particular, Personal Data can be processed by suppliers supporting us for the Event, such as photo/video agencies, including Reply Group Entities.

Reply does not transfer your Personal Data outside the EEA/UK, except for the transfer underlying the publication of photos/videos on Reply official pages on social networking platforms mentioned above and the sharing of the photos/videos with authorized Reply employees based outside the EEA/UK for pursuing the above purposes. In the event that your Personal Data is transferred by Reply outside the EEA/UK to a country that does not provide an adequate level of protection of Personal Data, Reply will take measures to ensure that your Personal Data is adequately protected in accordance with the EU data protection regulation 2016/679 as well as the UK GDPR, when applicable, (the "**GDPR**").

DATA RETENTION PERIOD

The processed Personal Data will be retained for the duration of the promotional events for which the Waiver has been given, unless a more extended period is required as a consequence of legal requirements and/or



pending disputes.

DATA SUBJECT RIGHTS

European Union and United Kingdom

Subject to the European Union's General Data Protection Regulation and the United Kingdom's General Data Protection Regulation, you may have the following rights:

At any time and free of charge, you have the right – within the limit provided by applicable laws and save for Reply Entities' prevailing interest - to

- a) obtain confirmation of the existence or not of personal data that concerns you;
- b) know the origin of the personal data, the purposes of the processing and its methods, as well as the logic applied to the processing carried out by electronic means;
- c) request the updating, rectification, or - if interested - the integration of the personal data that concerns you;
- d) obtain the cancellation, transformation into anonymous form, or blocking of any personal data processed in violation of the law, and to oppose, for legitimate reasons, the processing;
- e) request from Reply the restriction of the processing of the Personal Data concerning you in the event that (i) you contest the accuracy of the Personal Data for the period necessary for Reply to verify the accuracy of such Personal Data; (ii) the processing is unlawful, and you oppose to the deletion of the Personal Data and request instead that its use be restricted (iii) although Reply no longer needs the Personal Data for processing purposes, the Personal Data is necessary for you to establish, exercise or defend a right in or out of court; (iv) you have objected to the processing pursuant to Article 21(1) of the GDPR pending the establishment, exercise or defense of a right or pending verification of whether the legitimate reasons of Reply prevail over yours;
- f) object at any time to the processing of your Personal Data based on legitimate interest;
- g) request the deletion of the Personal Data concerning you without undue delay; and
- h) obtain the portability of your Personal Data.

You also have the right to lodge a complaint with the competent data protection supervisory authority. In case of Reply S.p.A., the relevant supervisory authority is the Italian Data Protection Authority, which can be reached at the contacts available on the site www.garanteprivacy.it.

Residents of California [and Virginia]:

For purposes of this section, references to "personal information" and "personal data" are as defined under applicable U.S. privacy laws and are broader than "Personal Data," as that term has been defined in this Privacy Notice.

At any time and free of charge, **residents of California** have the right, with some exceptions, to:

- a) **Opt out of sales and sharing.** The right to opt out of our sale and share your Personal Data. As noted above, Reply does not sell or share the Personal Data collected at Events; thus, this right is not available.
- b) **Limit uses and disclosure of sensitive Personal Data.** The right to limit our use or disclosure of sensitive Personal Data to those authorized by the CCPA. Reply does not generally collect sensitive Personal Data at Events; however, whenever that might be the case, this right is applicable.
- c) **Deletion.** The right to delete your Personal Data that we have collected, subject to certain exceptions.
- d) **To know/access.** The right to know what Personal Data we have collected about you, including the categories of Personal Data, the categories of sources from which the Personal Data is collected, the business or commercial purpose for collecting, selling, or sharing Personal Data, the categories of third parties to whom we disclose Personal Data, and the specific pieces of Personal Data we have collected about them.
- e) **Correction.** The right to correct inaccurate Personal Data that we maintain about you.

At any time and free of charge, **residents of Virginia** have the right, with some exceptions, to:

- a) **Correction.** The right to correct inaccuracies in your Personal Data, taking into account the nature and purposes of processing the Personal Data.
- b) **Deletion.** To delete your Personal Data provided to or obtained by us.
- c) **Access.** To confirm whether we are processing your Personal Data and to obtain a copy of your Personal Data in a portable and, to the extent technically feasible, readily usable format.
- d) **Opt-Out:** to opt out of certain types of processing, including:
 - i. To opt out of the "sale" of your Personal Data.
 - ii. To opt out of targeted advertising by us.



- iii. To opt out of any processing of Personal Data to make decisions that produce legal or similarly significant effects.

If you are a Virginia resident, and we deny your request, you have the right to appeal our decision.

Requests for the exercise of rights may be sent to the email address in the '*Contact Us*' section below.

CONTACT US

You can submit a request to exercise the rights provided in this privacy notice at any time by emailing us at storm@reply.it

This Privacy Notice is valid as of the effective date. However, Reply may make changes and/or additions to this Privacy Notice as a consequence of any subsequent regulatory changes and/or additions. The text of the updated Privacy Notice will be notified in advance so that you can read it promptly.

Reply considers the guest's participation as an act performed based on an informed choice expressing the guest's authorization to assign to Reply their image rights and intrinsically representing consent to the attribution of the rights and the consequential processing of Personal Data.