



Legal notices for social media

Imprint

Legal Notice - Imprint

Both within and outside of BUGATTI AUTOMOBILES, transparency and open communication are a matter of course. You can find important information about BUGATTI AUTOMOBILES and how you can contact us here.

BUGATTI AUTOMOBILES is a Société par actions simplifiée (SAS) under French law, with its registered office in Molsheim, France with a share capital of 22,000,000 euros.

President and publishing director:
Christophe Piochon

Executive Management:
Hendrik Malinowski

Postal address: 1, Château St. Jean, 67120 Molsheim, France
Tel.: +33-388-045600
Email: info@bugatti.com

BUGATTI AUTOMOBILES is entered in the French Register of Companies (Registre du commerce et des sociétés) in commune de Saverne under the number of 433 873 437

VAT registration Number: FR 214 338 73437



Privacy Policy for BUGATTI AUTOMOBILES Fan pages

A. Parties responsible

Thank you for choosing to visit a BUGATTI AUTOMOBILES social media page. BUGATTI AUTOMOBILES, 1, Château St. Jean, 67120 Molsheim, France, Tel.: +33-388-045600, Email: info@bugatti.com.

BUGATTI AUTOMOBILES runs its own social media pages together with the administrators of the following social media platforms:

Platform	Entity	Bugatti's page
Facebook	Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland	www.facebook.com/bugatti
Instagram		https://www.instagram.com/bugatti
Twitter	<p>if you live outside USA: Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland;</p> <p>if you live in the USA: Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA)</p>	https://twitter.com/bugatti
LinkedIn	<p>if you are based within the <u>European Union, the European Economic Area or Switzerland</u>: LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2 Ireland</p> <p>if you are based outside the <u>European Union, the European Economic Area or Switzerland</u>: LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA)</p>	https://www.linkedin.com/company/bugatti
Youtube	Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland	https://www.youtube.com/bugatti

In the following, we will provide you with information on how BUGATTI AUTOMOBILES processes the personal data which is collected when you visit our social media pages.

B. Processing of your personal data

I. Processing of your personal data by BUGATTI AUTOMOBILES



Purposes of the data processing:

- **Management of social network accounts** administered by Bugatti Automobiles
- **Technical administration of the accounts** (creation, publication, moderation) including management of BUGATTI AUTOMOBILES e-reputation (for instance by checking whether comments or other interactions on our social media pages infringe applicable law or the relevant community guidelines and delete infringing comments where necessary).
- **Interactions** (public or private message) with subscribers, followers and other visitors of the accounts;
- **Usage statistics** (audience measurement), in order for instance to understand the usage and reach of our posts, evaluate content and identify usage preferences as well as allowing us to design our social media pages to be as target group appropriate as possible.

Please note that we have no influence or involvement in the creation and processing of these usage statistics or the underlying data.

Legal basis:

Depending on the relevant processing:

Art 6(1)(f) of the GDPR: our aforementioned legitimate interests.

Art 6(1)(b) of the GDPR: where necessary, for the performance of a contract (respond to messages, queries, posts or comments).

Categories of data processed:

BUGATTI AUTOMOBILES may process the following categories of data:

- Any data made visible by default on the social network account;
- Surname, first name or pseudo;
- profile photo or avatar;
- Presentation message;
- Publications;
- Messages exchanged;
- Data made public by the user as part of their general settings on the Social Network considered;
- Usage data of the platform for the production of anonymous statistics of actions and interactions (e.g. likes, shares, comments etc., number of followers, page views by section, reach of a post and statistics on followers by age, language, source or interests);

Please note that the categories of data we process depend on your profile settings which you can adjust in settings on the social media platform itself.



Recommendation: you should not use social media platforms to transmit any sensitive data or confidential information (e.g. application documents, bank or payment details). We recommend that you use a more secure means of transmission for this purpose (e.g. letter, email).

Categories of recipients of your personal data:

We may communicate your personal data to:

- Our communication department;
- If applicable, any of our other services concerned;
- Our service providers.

Please note that when our service providers (e.g. IT service providers, content agencies, and recruitment agencies, which assist us with the creation of our posts, the provision and optimization of our social media pages and recruitment) process your personal data on our behalf, we conclude data processing agreements with them and have agreed appropriate guarantees to ensure that personal data is protected.

Data transfers outside the EU/EEA

For the purposes of the aforementioned data processing, public publications and exchanges may be transmitted or accessible to recipients domiciled outside the EU/EEA because of their presence on the social media.

The data needed for the compilation of the statistics is also likely to be processed outside the European Union, in accordance with the social media privacy policy (as referred above).

Data retention period

Your personal data are stored for the time of the existence of the social network account concerned, except the exercise of the right to erasure or opposition by the data subject.

II. The processing of your personal data by the administrator of the relevant social media platform.

Beside the basic functions expressed above, BUGATTI AUTOMOBILES will not perform any further data processing form BUGATTI social media accounts.

Therefore, the administrator of each social media platform has sole responsibility for the processing of personal data on the social media platform itself on which our social media pages are hosted. The administrator processes personal data from you when you visit one of our social media pages, generally regardless of whether you have a user account on the relevant social media platform or are



logged into the relevant social media platform and generally also uses cookies and other storage and (in some cases cross-device) tracking technologies.

This processing may also come from the activation of social media plug-ins (“Plug-Ins”) on our website. These Plug-Ins are labelled with the symbols of the social media network. By clicking on one of the greyed-out symbols and by once again confirming a message shall you activate the plug-in which corresponds to a consent in accordance with Art. 6 Para. 1 Sentence 1 lit. a) of the General Data Protection Regulation n°2016/679 dated April 27, 2016 (hereinafter “GDPR”).

Indeed, after activation has been done, the content from the Plug-In shall be transmitted by the social network directly to your browser and integrated by your browser into the website (so-called 2-click solution).

For more information about the processing of your personal data by the administrator of the relevant social media platform, see the information on data protection on the following web pages of each social media platform:

[Facebook](#)

[Pinterest](#)

[Twitter](#)

[Instagram](#)

[LinkedIn](#)

[YouTube](#)

Please note that the possibility exists that the respective social media networks use the data for the creation of usage profiles.

As stated above, the social media platforms also provide us with anonymized usage statistics (known as page insight data) from our social media pages based on the actions and interactions of our followers.

We have no influence or involvement in the creation and processing of these usage statistics or the underlying data.

These statistics are created and processed at the sole responsibility of the administrator of the social media platform in question and we are unable to view the personal data of individual followers or users: the social media platforms may also create their own personalized usage statistics, for example for their own market research, advertising, or other business purposes.

For more information about the processing of your personal data by the administrator of the relevant social media platform in the context of the creation and processing of usage statistics, see the information on usage statistics on the following web pages of each social media platform:

[Facebook insight](#)

[Twitter Audience Insights](#)

[Instagram insights](#)

[LinkedIn privacy policy \(aggregated insights\)](#)

[YouTube in-sights](#) and [other policy](#)



C. Your rights

You have the following rights:

- **Right of access/information:** You are entitled to information (Articles 13 and 14 of the GDPR) and access (Article 15 of the GDPR) relating to the processing of your personal data.
- **Right to rectification:** You have the right to request the rectification (Article 16 of the GDPR) of any inaccurate or incomplete personal data concerning yourself.
- **Right to erasure:** You have the right to have your data erased if the conditions set out in Article 17 of the GDPR are met. According to this, you can demand, for example, that your data is erased if it is no longer necessary for the purposes for which it was collected. In addition, you can demand erasure if your data is processed on the basis of your consent and you withdraw this consent.
- **Right to restriction of processing:** You have the right to ask for a restriction of the processing of your data if the conditions set out in Article 18 of the GDPR are met. This is the case, for example, if you dispute the accuracy of your data. You can demand restriction of processing for the period during which the data is being checked.
- **Right to object:** You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data related to you and which is based on point (e) or (f) of Article 6(1), including profiling based on those provisions. In such case, Bugatti Automobile SAS shall no longer process your personal data unless compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defense of legal claims.
- **Right to data portability:** If data processing is based on consent or performance of a contract and the processing is performed by automated means, you have the right to receive your data in a structured, commonly used and machine-readable format and to transmit this data to another data controller.
- **Right to withdraw consent:** Where data processing is based on consent, you have the right to withdraw your consent to data processing, with future effect, at any time free of charge.
- **Right of complaint:** You also have the right to lodge a complaint about the processing of your personal data with a supervisory authority (such as the CNIL in France) if you feel, after contacting us, that your rights to your data are not respected.



You may exercise the rights listed above vis-à-vis BUGATTI AUTOMOBILES at any time, at no cost, to the extent possible for BUGATTI AUTOMOBILES within the scope of providing considered Social Media Account. For the exercise of any further and additional rights, please contact directly the concerned Social Network (see section D below).

D. Your contact persons

The primary contact person for exercising your rights is the administrator of the relevant social media platform, who in each case alone can provide direct access to necessary information or the functionality of the respective platform and take appropriate action immediately.

The contact persons for exercising your rights vis-à-vis the administrator of the relevant social media platform and further information can be found in the information on data protection on the pages mentioned in section B – point II. BUGATTI AUTOMOBILES may also support you, for example, by forwarding your request to the administrator of the relevant social media platform so that you can exercise your rights vis-à-vis the administrator of the social media platform.

Contact details for the exercise of your rights:

BUGATTI AUTOMOBILES SAS , 1 Château St. Jean, 67120 Molsheim, France.
Email: dataprotection@bugatti.com.

Date: February 2022

DISCLAIMER