

Privacy statement pursuant to article 13 of Legislative Decree 196/2003

We hereby wish to inform you that the data which you provide to us by compiling this form shall be processed, in accordance with the guarantees provided for under the privacy code, in order to allow you to use the services provided by ThePrimeTimeTV.com by registering on the theprimetimetv.com site and, specifically, to allow you to receive the site newsletter containing the guide to TV scheduling.

The data you provide us with may also be used for handling your requests, any complaints and/or disputes, complying with orders and requests from the authorities responsible for ascertaining whether offences have been committed, or undertaking investigations and suchlike. The data marked with an asterisk serves to provide the service requested and to fulfil the above purpose and it is therefore mandatory.

The consequence of any decision to omit such data is to make it impossible for ThePrimeTimeTV.com to give effect to your registration on the theprimetimetv.com site.

Should you expressly give your consent, we may also send you, solely by e-mail, commercial offers from theprimetimetv.com and its business clients and partners, without providing your data to such third parties; these offers shall be selected according to your interests, which we directly detect through one or more of the following instruments:

- Analysis of data provided upon registration with the site or generated by indicating categories of interest as the subject of the newsletter.
- Service use characteristics, access to information platforms, by means of interconnecting browsing data etc
- Inclusion in the e-mail sent to the data subject of tags, making it possible to check receipt, to read the message and any links selected.
- Use of specific technologies such as web bug, bounce message, click-through and mass customisation.
- Use of websites, mini-sites and landing pages dedicated to the promotion of specific initiatives - Banner advertising.
- Search engine marketing.
- Cookies, pixel and suchlike.
- Advergame.
- Affiliate marketing.
- Behavioural targeting and suchlike.

It is important to note that, in accordance with this privacy statement, "commercial offers" means:

- Commercial, promotional, publicity, information, fundraising and electoral, institutional and service publicity communications.
- Market research and statistical surveys connected to ThePrimeTimeTV.com initiatives and initiatives conducted by its clients and commercial partners.
- Direct emailing of offers of interest to users.
- Sending discounts, gift vouchers, promotional samples and other materials, goods and services on offer proposed by selected companies and theprimetimetv.com 's commercial partners.
- Online PR – Distribution of online press releases and Pay Per Post initiatives.
- Prize-based contests and prize-based operations.
- Viral marketing initiatives and multilevel marketing and suchlike.

It is also important to note that the purpose of sending personalised commercial offers by e-mail is entirely optional and, if you do not provide your consent, this shall not affect the possibility of registering with the theprimetimetv.com site in order to receive the newsletter.

Your data shall always be processed, both electronically and in hard copy form, in compliance with suitable security measures, by persons who are appointed as data-processing agents or data processors and your data shall be stored for no longer than is strictly necessary in order to meet the above-mentioned mandatory purpose and, with regard to the optional purpose, for no more than two years after your latest interaction with our site or with our e-mails (browsing after logging in on the site pages, acceptance of profiling cookies,

clicking on e-mail links and suchlike); once this period has elapsed your data shall be deleted. Your personal data, except for those needed in order to have knowledge of your data in order to achieve the above-mentioned mandatory purpose (public authorities, legal consultants and suchlike) shall not be provided to third parties. Cancellation from the site may occur at any time, with immediate effect and with no obligation or cost, simply through the link at the foot of every communication or otherwise by writing to the Data Controller at the addresses set out below. By contacting these addresses it will be possible at any time, and without incurring any costs, to modify (revoke or otherwise provide) the above-mentioned optional consent.

The data controller is Bee Adv S.r.l .s., whose registered office is in via Oggioni 41, 20092 Cinisello Balsamo (MI), which you may contact at any time, by writing to the address privacy@theprimetimetv.com . You may write in order to exercise your rights pursuant to article 7 of Legislative Decree 196/2003, including, specifically, the right to discover the source of your data, the purpose of data-processing and related procedures, the persons or categories of persons to whom your data may be sent or who may gain knowledge of your data, to request the updating, correction, deletion or freezing of data, and to raise objection, either fully or partially, for legitimate reasons, to the processing of data concerning you even though such data might be pertinent to the reason for data collection, or otherwise you may object to the processing of data for purposes of sending advertising or material relating to direct sales or for conducting market research or commercial communications.