



Assicurazioni Generali S.p.A.
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PRIVACY NOTICE FOR SHAREHOLDERS OF ASSICURAZIONI GENERALI S.P.A.

1. Assicurazioni Generali processes your personal data

Assicurazioni Generali S.p.A. (hereinafter also the “Company”), with its registered office in Trieste, Piazza Duca degli Abruzzi no. 2, processes your personal data as Data Controller.

If you wish to receive further information, you can use the following postal address:

- Assicurazioni Generali S.p.A., Piazza Duca degli Abruzzi no. 2, 34132 Trieste /P.O. Box 538.

For any questions, or if you wish to exercise any of your rights in relation to the processing of your personal data, you can contact our Data Protection Officer (DPO):

- by e-mail: dpoag@generali.com
- by ordinary mail: Assicurazioni Generali, Piazza Tre Torri no. 1, 20145 Milan, to the attention of the *Data Protection Officer*.

2. Why do we use your personal data and on which legal ground

We process your personal data as a Shareholder of Assicurazioni Generali in order to:

Legal Purposes:

1. manage from an administrative and an informational standpoint, the relationship arising from the purchase and/or subscription of the Company’s shares; (including, by way of example and not exhaustively, participation in Shareholders’ Meetings, the distribution of dividends, as well as other activities related to the ownership of shares)
2. comply with any other legal obligations (national and supranational, such as the fight against money laundering, financial reporting, and tax obligations, DORA);

Legitimate Interest Purposes:

3. manage, from an informational standpoint, the relationship arising from the purchase and/or subscription of the Company’s shares, including the sending of newsletters, invitations to our events, all related communications, and any gifts and/or gadgets, if any;
4. manage IT and IT security activities (including asset management and business continuity);
5. perform, report statistics and data analytics activities aimed at monitoring and assessing the performance and management of the relationship with the shareholder in connection with the purchase and/or subscription of the Company’s shares, and to track such activities for future improvements, using, when possible, aggregated and/or anonymized data;
6. conduct satisfaction surveys, through questionnaires or similar tools, to assess the perceived quality of our services and improve them. Such activities may include statistical or analytical processing using aggregated and/or anonymized data, when possible;
7. to guarantee the company's strategic development, corporate operations, mergers and acquisitions, restructurings, and extraordinary transactions;
8. to exercise, in case of dispute, the right of defense in court for the Company, its officers, representatives, and shareholders.

3. Why do we ask you to provide your personal data

Processing your personal data for Legal Purposes is mandatory, as it is necessary to enable the Company to fulfil its legal obligations pursuant to Article 6 par. 1 lett. c), of Regulation (EU) 2016/679 (GDPR).

Consequently, failure to provide, partial provision of, or inaccurate provision of such data may result in the Company being unable to carry out activities required by law and may prevent the Company from fulfilling the regulatory obligations to which it is subject.

The processing of your personal data based on the Company's Legitimate Interests, pursuant to Article 6 par. 1 lett. f), of the GDPR, is necessary for the pursuit of such Legitimate Interests. The Company's Interests are duly balanced with the legitimate interests of the Shareholders, and the processing of your data is limited to what is strictly necessary to achieve these purposes.

In particular, the Company's legitimate interest is: for purpose (3), to manage communications and informational activities related to your role as a Shareholder; for purpose (4), to ensure the functioning and protection of IT systems; for purposes (5) and (6), to assess and improve the management of the relationship with the shareholder and the perceived quality of our services; for purpose (7), to assess and conclude strategic transactions, make informed business decisions, ensure business continuity and integration, and protect the Company's strategic and economic interests; for purpose (8), to defend the rights of the Company, its officers, representatives, and shareholders in potential legal proceedings.

You may object to such processing in the manner described under Section 8 of this Privacy Notice, unless the Company demonstrates compelling legitimate grounds for the processing that override the interests, rights, and freedoms of the Data Subject, or for the establishment, exercise, or defence of legal claims.

4. Which personal data do we use

We process only the personal data strictly necessary to achieve the purposes described above. Your personal data may be provided directly by you or obtained from third parties (including, for example, banks and financial intermediaries).

We process the following categories of personal data:

- (i) biographical and identification data;
- (ii) contact data;
- (iii) information relating to the shares you hold and any restrictions on such shares;

as well as any other personal data observed, inferred, or generated during the process or provided by the intermediary holding your Generali shares, or provided by you.

5. How do we process your personal data

The Company processes your personal data both manually and through automated means, adopting technical and organizational measures designed to ensure an adequate level of security.

We use statistical and artificial intelligence (AI) systems and analytical solutions. The use of AI allows us to analyze your personal data faster and more in depth, improving our ability to respond to specific needs optimizing internal processes and pursuing the above-mentioned purposes. As said, we process your personal data only when strictly necessary, encouraging the use of anonymized or aggregated datasets, when possible. In our activities, we never use fully automated processes, including profiling, human intervention is always involved

6. With whom do we share your personal data

Our staff processes your personal data with modalities and procedures, also in electronic form, Your personal data can be shared with other third-party Reinsurers (optional) and only with third party which have been assigned with the task to perform some activities concerning the management of the reinsurance contract (such as, for example, lawyers, fiduciary doctors, technical consultants, experts, etc). Depending on the activity performed, such third parties may act as Data Processors, Joint Controllers or autonomous Data Controller. Both our staff and third parties which process your

personal data for the purposes above indicated – exception for autonomous Data Controllers and Joint Controllers– receive proper instructions about the correct modalities of the processing. Furthermore, insofar as applicable, your personal data may be shared with other companies belonging to the Generali group. Depending on the activity carried out, the parties may act as data processors, joint controllers or autonomous data controllers.

7. Where do we transfer your personal data

As a rule, we do not transfer your personal data to countries outside the European Economic Area (EEA). In exceptional cases, limited to the purposes set out above, we may transfer your personal data to third parties or public bodies who so request, including to countries outside the EEA. In all cases, transfers will be made in accordance with applicable law and international agreements in force and based on appropriate and adequate safeguards (such as, for example, to countries deemed adequate by the EU Commission or through the adoption of standard contractual clauses approved by the EU Commission)

8. Your rights regarding the processing of your personal data

You can exercise the right of access, rectification, updating, integration, cancellation, limitation to processing, portability in respect to your personal data. In case you provided your consent to the processing of personal data, you may withdraw it at any time, without affecting the lawfulness of processing based on consent before its withdrawal. If your personal data are transferred outside the European Economic Area, you have the right to obtain copy of such data as well as indication of the Country/Countries where the data have been made available. Insofar as applicable, you have the right to object to the processing of your personal data and request the stop of the processing operations when they are based on the legitimate interest. In case you consider that the processing of your personal data infringes the applicable privacy laws, you have the right to lodge a complaint with a supervisory authority. You can contact the Italian Personal Data Protection Authority – Garante per la Protezione dei Dati Personali with the modalities indicated on the Authority's website (www.garanteprivacy.it). You may exercise your rights by contacting the Data Protection Officer at the contact details indicated above.

Requests are free of charge unless manifestly unfounded or excessive.

9. How long do we store your personal data

Your personal data will be retained as follows:

Section 2 – Legal Purposes: for the duration required by applicable law;

Section 2 – Legitimate Interest Purposes: for the entire duration of your relationship with the Company and for 10 years thereafter, without prejudice to longer retention periods where required by law or where necessary to resolve disputes or respond to requests from judicial or supervisory authorities.

Changes and updates to this Privacy Notice

Changes and updates to the privacy notice Also considering possible amendments to the applicable privacy laws, the Company may integrate and/or update, wholly or partially, this privacy notice. Any changes, integrations or updates will be communicated through publication on the Company's website www.generali.com.