

INFORMATION NOTICE PURSUANT TO PRIVACY LAW

CNH Industrial Italia S.P.A., – hereinafter referred to as “**The Company**” desires to inform you about how your personal data is collected, processed and protected under or within the CNH Industrial Italia S.P.A. corporate website.

The term ‘**Personal Data**’ as referred to in this document means the information that identifies or can identify, even indirectly, a natural person by reference to such information.

The personal data collected includes but is not limited to: first name, last name, address, city, postal code, country, telephone number, e-mail address; other optional personal data: business company name, state / province, fax number, skype name, your website address. In addition, other optional information can be provided such as primary type of business, type of machinery owned, some comments and purchase intentions.

The next sections give you all the information as provided for by 2002/58/EC European Directive and local privacy laws.

A) INTENDED USE OF PERSONAL DATA (“Purposes”)

The Personal Data will be collected and handled to permit the provision of all and any of the services and the performance of each of the activities related to the CNH Industrial Italia S.P.A. corporate website. In particular and where applicable, Personal Data will be processed and handled for the following purposes:

Marketing. Personal Data will be processed and treated for commercial, promotional, marketing activities, survey on customer satisfaction on products and services directly provided by The Company or its Dealers, as well as for customer loyalty, marketing information and direct offers on products and services.

B) PERSONAL DATA MANAGEMENT

Personal Data are collected and processed in a manner strictly related to the above-mentioned Purposes and in any event to ensure the security and confidentiality in compliance with the provisions of the 2002/58/EC European Directive and/or local Privacy Laws.

The processing of data for each of the above Purposes will be handled by electronic means, automated systems and paper systems (i.e. regular mail, electronic mail, direct telephone calls, automated calls, SMS, MMS, fax).

The Company holds your data to pursue the above objectives only for as long as is reasonably needed for such Purposes and in accordance with applicable Laws.

C) CONSEQUENCES OF NOT PROVIDING THE DATA

The provision of Personal Data for the Purposes listed in the in section A) under let. a) is mandatory for the stipulation and execution of contractual relations or the compliant of statutory obligations. Failure to provide consent shall prevent The Company to carry on services required by you.

D) COMMUNICATION OF PERSONAL DATA

The Company may communicate Personal Data to subsidiaries, affiliates, companies of CNH Industrial group, trusted external parties, service providers, authorized dealers and distributors and business

partners, whether or not based into the European Union, which may use it for the fulfillment of the Purposes on behalf of The Company.

E) DATA TRANSFER ABROAD

The Company may transfer your Personal Data in a country outside your country of domicile, even outside the European Union in order to fulfill the Purposes. The Company ensures that such data transfers and the handling of data in that country is adequately protected.

F) LAW ENFORCEMENT DISCLOSURE

At any time, The Company may disclose your personal information to Law Enforcement Agencies if it is so duly requested or when disclosure is necessary to ensure the fulfillment of legal obligations.

G) DATA CONTROLLER

The Data Controller for the processing of your Personal Data is The Company, headquartered in Via Plava, 80 – 10135, Turin, Italy.

H) DATA SUBJECT'S RIGHTS

The data subject has the right, at any time towards the Data Controller according to the 2002/58/EC European Directive to obtain:

- a) confirmation as to whether or not personal data concerning him exist, regardless of their being already recorded, and communication of such data in intelligible form;
- b) updating, rectification or, where interested therein, integration of the data;
- c) the deletion, transformation into an anonymous form or the freezing of data treated in breach of law, including those cases in which conversation is necessary in relation to the purposes for which the data was collected or subsequently handled;
- d) proof that notification of the operations mentioned in letters a) and b) and their content, has been given to those to whom the data has been disseminated or diffused, unless this is impossible or entails a use of resources that are manifestly disproportionate to the right safeguarded.

I) CONTACT

In order to exercise your rights you can contact: Email: unsubscribe@cnhind.com

CONSENT

I accept that my data:

- are processed for the management of the service requested;
- are communicated to other companies of CNH Industrial group and to third parties as indicated in section D) for the purposes specified in section A) as well as be transferred and handled as indicated in section E).

I accept that my data are processed also for marketing purposes as specified in section A), under let. b).

Your consent may always be revoked at a later date. If consent is revoked The Company may not be able to carry out certain requests/services required by you. The Company will, where practicable, inform third parties to whom your data has been transferred of your withdrawal of consent.

(*) In absence of your explicit consent The Company may not be able to carry out certain requests/services required by **you**.