

Pirelli uses Pirelli Social Media¹, defined below, to maintain daily contact with a broad audience and, in particular, with a target audience of potential, current and future interest, and, in general, to communicate with all its stakeholders.

However, correct use of Pirelli Social Media means that Pirelli Social Media Users² have to comply with codes of conduct, as described below, to avoid behaviour and actions that could damage the Pirelli image and create potential reputational damage and/or have prejudicial effects on the company, on relative economic-financial results and/or on company assets.

Pirelli undertakes to manage communication and dialogue spaces on Pirelli Social Media asking all Pirelli Social Media Users to comply with some simple rules of conduct together with what is already set forth in the company's Ethical Code and Group Code of Conduct. Specifically:

- the content published by Pirelli Social Media Users must not promote, favour or perpetrate discrimination (based on gender, race, language, religion, political opinions, sexual orientation, etc.);
- if Pirelli Social Media Users logging on to Pirelli Social Media make comments, they must do so correctly and in a measured way, basing themselves, as much as possible, on verifiable facts and, in any case, respecting the opinions of others;
- Pirelli Social Media Users are responsible for the content they publish (e.g. comments, videos, photos, music, etc.) and the opinions they express. Insults, vulgarity, offensive remarks, threats and, in general, violent or instigating violence attitudes are not allowed or tolerated and will be removed;
- Pirelli Social Media Users must avoid reference to facts or details with no public relevance and/or which harm the personal sphere of third parties;
- any form of advertising, spam, promotion of private interests or illegal activities will not be tolerated and will therefore be removed;
- the content published by Pirelli Social Media Users (e.g.: videos, photos, music, etc.) on Pirelli Social Media must not violate the rights of third parties, including - with no limits - copyrights, industrial property rights (e.g. if the content reproduces trademarks and distinctive signs) and image rights (e.g.: if the content reproduces pictures of people);

¹ **Pirelli Social Media**: all the Pirelli accounts on the main social media (Facebook™, Instagram™, Twitter™, LinkedIn™, Youtube™, Weibo™, etc.), that is web communication platforms enabling interaction between several individuals and the creation/sharing of content in different formats and types (text, images, audio, video, infographics, etc.)

² **Pirelli Social Media Users**: are the subjects logging on to Pirelli Social Media to take part in the community, entering their opinions or comments, or sharing with other content.

- processing, by Pirelli, of the personal data of users accessing Pirelli Social Media will respond to policies used on, and applicable to the Pirelli Social Media used (in particular, any sensitive data³ posted in comments or posts published will be removed).

The top management of Pirelli, with the constant support of the Communication Department, performs a strategic role in the full implementation of this Policy. It is supported by the Legal Affairs Department with regard to intellectual property matters, ensuring the involvement of all Pirelli employees and collaborators (for whom there are specific guidelines on the intranet), and its business partners, and the consistency of their conduct with the rules of conduct and values contained herein.

Pirelli provides a channel to all its stakeholders (the “Whistleblowing Policy” published on the Pirelli website) dedicated to reporting, even anonymously, any situations breaching this Policy.

³ Personal data that can reveal racial and ethnic origin, religious, philosophical or other beliefs, political opinions, membership of parties, trade unions, associations or organisations of a religious, philosophical, political or trade-union related nature, and personal data that can reveal a person's state of health or sex life.