

CALL FOR THE INTERNATIONAL IDEAS COMPETITION “BRING YOUR PASSION TO MARANELLO”

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INTRODUCTION

The "International Ideas Competition" *Bring Your Passion to Maranello* is one of the initiatives promoted by Ferrari S.p.A. at the event organized for the presentation to the public of the Scuderia Ferrari single-seater that will compete in the FIA Formula One World Championship for the 2018 season (the "**Event**").

The single-seater car will be shown to the public on that occasion in the presence of the "Scuderia Ferrari" Team.

To make the event unique, Ferrari is promoting an "International Ideas Competition" among its fans who are being asked to transmit their own contribution of original, creative and artistic content, on the theme of "*Bring you Passion to Maranello*" consisting of a short video, that those who intend to participate in the "International Ideas Competition" can upload to a web page specially created for the Event.

Ferrari will choose the most representative and creative video contributions, which most contribute to characterizing and describing the passion of Scuderia Ferrari fans around the world, and will use them to create a video work derived from the same that will constitute an element of communication used in the context of initiatives related to the Event itself.

The "International Ideas Competition" will also have visibility on social networks, with the aim of reaching the maximum number of persons possible.

A jury of experts will choose - from among the contributions transmitted by the participants to the "International Ideas Competition" and moderators - the best videos considered more in line and consistent with the proposed theme, as well as the more original and creative ones, and the authors of the same contributions - in recognition of the creativity shown by them - will be invited to the Event to be held in Maranello on February 22nd 2018, thus giving them the opportunity to see the presentation of the video work that will be created with their contributions and used in the communication initiatives that Ferrari will promote, linked to the Event, and to attend the presentation of the car as well.

PROMOTER, EVALUATION COMMITTEE, SECRETARY

Art. 1 Promoter

The Promoter of the "International Ideas Competition" called "*Bring your passion to Maranello*" is **Ferrari S.p.A.**, an Italian company with a sole shareholder, subject to the direction and coordination of Ferrari NV (Netherlands), with registered offices in Via Emilia Est 1163 – Modena – VAT no. and Tax Code 00159560366.

Art. 2 Evaluation Committee

The Evaluation Committee was specially created for assessment of the contributions.

It will consist of professionals involved in corporate communication:

- Communications Director Ferrari S.p.A.
- "Scuderia Ferrari" Sales & Event Marketing Director

- "Scuderia Ferrari" Press Office Manger
- Digital Manager Ferrari S.p.A.

Art. 3 Secretariat

The contact details to refer to for any information regarding participation are as follows:
e-mail contestf1@ferrari.com .

DEFINITION OF INTERNATIONAL IDEAS COMPETITION

Art. 4 Subject of the "International Ideas Competition"

The promoter referred to in art. 1 Ferrari S.p.A. is promoting this "International Ideas Competition" called "*Bring your passion to Maranello*" with the aim of collecting the best original and creative contributions, and also artistic, in the form of video (henceforth, each contribution will be referred to as the "**Video proposal**" or "**video**") that transmit, on an emotional level, the passion for Ferrari.

The best videos deemed capable of representing the "Ferrari passion" will be used to compose a video work ("**Video**") that will constitute an element of corporate communication used in the context of the initiatives linked to the Event scheduled for February 22nd 2018 in Maranello.

To be able to effectively represent the passion for the Ferrari world, Ferrari S.p.A. has chosen to give its fans the opportunity to be protagonists of this video. As such, this "International Ideas Competition" is open to all those who meet the requirements of this Call.

For participation in this "International Ideas Competition" the author of the video is not required to make any purchase of Ferrari-branded products/articles (or of licensed products/articles bearing the Ferrari brand) or to pay any amount for the purposes of participation.

The purchase of any Ferrari-branded products/articles (or of licensed products/articles bearing the Ferrari brand) will not increase the chances of selection.

Art. 5 Characteristics of the Videos

The video made shall have the following characteristics:

- (i) it shall not bear any logo, trademark or similar related to products, services, or similar aspects of third parties;
- (ii) it shall not bear images that reproduce Ferrari-branded apparel representing logos attributable to seasons prior to 2018 (including sponsor logos), without prejudice to the exclusive reproduction of Ferrari logos together with those of current partners (see www.ferrari.com/ partner section);
- (iii) it shall necessarily present an element attributable to the geographical area of origin of the Participant;
- (iv) it shall not portray minors;
- (v) it shall be made with any recording tool available to the authors, for example: video cameras, cameras, mobile devices such as smartphones or tablets;

- (vi) it shall be an unpublished video and be the exclusive property of the participant in the "International Ideas Competition"; original, amateur and free from any right of use and copyright of third parties;
- (vii) the file format of the video shall be one of the following: MPEG4, AVI, MOV;
- (viii) the maximum weight of the file containing the video shall be 150 MB;
- (ix) the Video shall express the passion for the world of Ferrari in the manner that the author deems most appropriate.

Videos that do not meet the requirements indicated above will not be accepted and will therefore be automatically excluded.

Art. 6 Publicising of the "International Ideas Competition"

The "International Ideas Competition", in order to be made known to the recipients, will be conveyed through the website <https://bringyourpassion.ferrari.com> and through the pages of *social networks* dedicated to the "Scuderia Ferrari".

Notwithstanding the foregoing, this "International Ideas Competition" is promoted exclusively by the Promoter and must not be understood as approved or promoted by any *social media* channel in which it will be communicated.

This Call contains the terms and conditions of participation in the "International Ideas Competition" ("Call") and is available to the public for consultation on the website <https://bringyourpassion.ferrari.com/page/rules>.

PARTICIPATION OF THE INTERNATIONAL IDEAS COMPETITION

Art. 7 Identification and requirements of the recipient of this Call Requirements

The Initiative is addressed to registered users of the "Ferrari Community" and to all Ferrari Fans who wish to have free access through registration to the "Ferrari Community" throughout the duration of the Initiative (the "**Participants**").

Only the following may participate on the "International Ideas Competition":

- (i) Natural persons acting for purposes outside of their entrepreneurial, commercial, craft or professional activity carried out;
- (ii) Those who at the date of registration are of legal age (and with capacity to act, that is entitled to be holders of rights and obligations) under the law of the place of residence or domicile and in all cases aged at least 18 years;
- (iii) Anyone who has sent only one Video. In the event that the same subject participates with several Videos, only the first one uploaded in the manner specified in this Call will be taken into consideration, in temporal terms.

Exclusions:

The following are excluded from participation in this "International Ideas Competition":

- (i) employees of the company Ferrari S.p.A.;
- (ii) employees of other sports teams participating in the Formula One World Championship.

Participation is strictly personal and the author of the Video will automatically be identified as the person who subscribes to the "International Ideas Competition" as stated in art. 8.

Art. 8 Enrolling for the "International Ideas Competition"

To participate in the "International Ideas Competition", participants must (in the period referred to in Art. 15):

- register by filling in all parts of the *online form* available at the website <https://bringyourpassion.ferrari.com> ;
- fully accept this Call under the terms and conditions of use of the website and of participation in the "International Ideas Competition" through the appropriate *flags* of consent and permit treatment of their data as a condition of participation;
- *upload* the File (Video) to the relevant section of the website <https://bringyourpassion.ferrari.com/user/upload> as detailed in Art. 13.

Art. 9 Rights of use of the Videos

By participating, the author of the Video transfers to the Promoter, free of charge, exclusively and definitively, and irrevocably, for the territories of the entire world, all the rights of use and exploitation, for whatever reason, inherent and connected to the same and particularly (the list below has value by way of example and not exhaustively), in relation to the activities regarding the "International Competition of Ideas", namely:

- for production of the Video proposal that will be used in the context of corporate communication initiatives related to the Event of 22 February 2018 in Maranello;
- for publication of the Video, together with the other Videos, during the course of the "International Competition of Ideas" and before the selection of the Videos by the Committee on the website <https://bringyourpassion.ferrari.com> and on social media;
- for publication of the Video (single video or part of the Video prepared for the Event) on the website <https://bringyourpassion.ferrari.com> , on social media and on the *wall* in the context of corporate communication initiatives related to the Event;
- for further uses in the context of corporate communication initiatives of Ferrari.

Art. 10 Indemnification

For the purposes of participation, during the registration phase of the "International Ideas Competition", the author of the uploaded video shall accept terms and conditions of this competition and ensure the following:

- that they are the only author of the uploaded Video and that they fully and exclusively own the entire copyrights on the same, including those relating to possible direction, to the subject, the screenplay and to the music of the uploaded Video;
- that the uploaded Video does not contain material covered by copyright of third parties or which is subject to other property rights of third parties (including privacy rights or publication rights), as well as having obtained all the necessary licences, authorizations, consents, concessions and permits required by the applicable legislation from the legitimate owners and necessary to have in place the afore-mentioned copyright and use rights;
- the ability to transfer, free of charge, exclusively and definitively, and irrevocably, for the territories of the entire world, all the rights of use and exploitation, for whatever reason, inherent and connected to the uploaded Video, while guaranteeing to the Promoter peaceful enjoyment of the right of use for the "International Ideas Competition", for publication of the Video on the websites related to the "International Ideas Competition", and for subsequent publications or corporate communication initiatives of Ferrari;
- the renouncing of any future request for compensation in relation to the Video;
- that they are exclusively responsible for the content of the uploaded Video and that they have obtained from all the subjects filmed and/or present in the Video all permissions and disclaimers required, having maintained full compliance with and/or satisfaction of the rights due to third parties for use of the rights of image, name and voice provided for by law;
- indemnification and holding harmless of the Promoter, as well as the subjects linked to it or controlled by it, its representatives, employees, consultants, and any of its trading partners from any claim made by a third party, for any reason whatsoever, in relation to the rights of use granted to the Promoter and/or to the contents of the Video uploaded.

Art. 11 Grounds for exclusion of the Videos

The Video proposals will only be judged eligible for participation to the "International Ideas Competition" after they have been examined; this mode is adopted in order to avoid publishing on the website of the Initiative and allowing participation in the same of Videos that do not conform to the Promoter's intentions.

The evaluation will take place in order to exclude Videos that have content or characteristics such as those listed below. Therefore Videos:

- that are clearly in contrast with the law;
- those of little or insignificant interest, with unrecognizable or unidentifiable content and of dubious/poor artistic interest;
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- that are in poor taste or with vulgar, obscene or offensive content against public morality;
- with "discriminatory" content against any race and/or religion and/or nationality or which are offensive to the sensitivities of others;
- that have violent, pornographic or otherwise sexually explicit content;
- that have content and inappropriate references to alcohol, drugs or to other illegal substances;
- that have content that is controversial, offensive, illegal or prohibited by any provision of law;
- that have content and references of any kind on the mistreatment of animals;
- that have content that incites hatred or violence;
- that contain in any manner any false, inaccurate, misleading or fraudulent information;
- that require or imply a request for remuneration;
- that in any way breach the rights of others, including copyrights, intellectual and/or industrial property;
- that constitute a form of direct or indirect advertising of any activity or product/service.

All the Videos participating in the "International Ideas Competition" will be examined by the Promoter which, in the first instance, will assess their suitability for publication, as well as compliance with the guidelines indicated above and then the opportunity to make them available online.

Any Videos judged unsuitable according to the above parameters will be excluded from participation in the "International Ideas Competition", at the discretion of the Promoter.

The Promoter reserves the right, in its sole discretion, in any case to exclude participants for breach of the terms and conditions of the Call or for any other reason.

Art. 12 Language

The Video must be prepared in English.

Art. 13 Mode of presentation of the Videos

To participate in the "International Ideas Competition" the author of the video must:

- (i) connect to the website <https://bringyourpassion.ferrari.com> and follow the instructions on the web page (N.B.: Internet access may involve for the Participant in the "International Ideas Competition" network access costs beyond the control of the Promoter and whose costs depend on the contract defined with their own service provider);
- (ii) log in (with their own user-id and password, if already registered with the Ferrari Community) or register with the Ferrari Community via the relevant link;
- (iii) enter the personal data required (only data that is correct and complete, that enables subsequent consistent identification with proof of identity, can be inserted) and review the information on the processing of personal data with consent to the processing of such data for the purposes of participation in the "International Ideas Competition";
- (iv) accept the terms and conditions of this Call;
- (v) *upload* the file that contains the Video to be transmitted;

- (vi) finish the procedure by viewing the page for upload successfully completed.

Art. 14 Authors data required

For the purpose of correct participation in the "International Ideas Competition" and to allow the Promoter to contact the authors of videos, on the occasion of participation they will be required to register with the Ferrari Community and to provide the personal data required, if not already registered, and in any case they will be required to provide a valid e-mail address and phone number (country code, area code, number) through which each author of a chosen video may be contacted for organizational purposes.

Art. 15 Calendar of the "International Competition of Ideas"

The "International Ideas Competition" will be held at the following times

- communication pre-campaign starting from 31 January 2018;
- registrations with the Initiative and delivery/*upload* of Video proposals between 6.00 pm of 1 February 2018 and 9.00 pm of 11 February 2018;
- Committee evaluation meeting for selection of the Video proposals by 13 February 2018;
- communications to Participants, authors of the Video proposals, selected by 15 February 2018;
- realization of the Video-work consisting of the Video proposals by the morning of 22 February 2018;
- holding of the event on 22 February 2018 in Maranello during which the Video containing the proposals selected will be presented.

EVALUATION OF THE VIDEOS AND EXPLOITATION OF THE RESULTS

Art. 16 Evaluation Committee management mode

The Evaluation Committee, defined in Art. 2, can be expanded to include other members, also with an honorary title; it will appoint, from within the same, its own coordinator.

For the purposes of determining the ranking of the Videos, the meeting of the Evaluation Committee will take place in the presence of the notary with a minimum of no. 3 of its members listed above; the decisions of the evaluation Committee are final and not subject to appeal.

Each member of the Committee, on the occasion of the meeting to choose the Videos, will indicate the preferred Video and then, once chosen, they will be compared and discussed together with the other members of the Committee until declaration of a definitive ranking of the Videos that will be documented.

Art. 17 Criteria for evaluation of the Videos

The works will be selected by the members of the Evaluation Committee, based on (i) the expressive value, (ii) the originality of the contribution, in the expression of the passion for the world of Ferrari.

The technical quality of the Video will not constitute a reason for preference, unless in the case of uselessness that will result in the consequences referred to in Art. 11 (Causes of Exclusion of the Videos).

Art. 18 Ranking

The Evaluation Committee will check in advance for each Video chosen the consistency with respect to the eligibility criteria set by this Call.

The evaluation Committee will then define a ranking of the Videos, identifying the first 15 which will be used to make the work derived from them, which will be unveiled in the course of the communication initiatives linked to the event of 22 February 2018 in Maranello; this ranking will be formalized and signed by each of the members of that Committee.

Art. 19 Outcome of the participation and recognition of the authors

The outcome of the Committee's decision will be announced by the Promoter following the Committee meeting and definition of the choice of videos, through publication on the website www.formula1.ferrari.com, and will be communicated to the authors of the Videos chosen, using the contact details issued by them to participate in the "International Ideas Competition".

The author of each Video proposals chosen, as a recognition for his/her contribution, will be invited by the Promoter to Maranello to have the opportunity to see the work containing his/her Video proposal used in the communication initiatives that Ferrari will promote in Maranello , on the occasion of the Event, as well as to attend the Event of 22 February 2018.

Travel expenses of the author of the Video to reach the venue, and the costs of accommodation, meals and of return to the place of origin will be paid by the Promoter of the "International Ideas Competition".

The author must reach the place of the event with the means indicated by the Promoter, which unquestionably has the choice of how to reach the place of the Event, which will be defined on the basis of the place of residence of the author.

The Promoter will have full discretion in the choice of means of transport, of the hotel, the type of overnight stay (double or single room) and of meals. With regard to the return trip, the Promoter will have full discretion with respect to the choice of class of travel, flights, the airport of departure and return, as well as in relation to booking of the same. For the purposes of this Call, "place of origin" refers to the train station, bus station, airport or seaport that is closest and available at market costs (given the timing of organization of transfers) with reference to the

place of departure of the author of the video and in any case within a radius of 150 km from it. The Promoter does not guarantee the transfer from the place of residence to the train station, bus station, from the airport, from the departure seaport and from the train station, from the bus station, from the airport, from the seaport of return to the place of residence; these journeys can be organized by and will be at the expense of the author of the video.

The Promoter is not liable for non-participation due to any reason attributable to the author of the Video chosen.

Each Video author participating in the "International Ideas Competition" shall:

- (i) monitor the contact e-mail channels (including junk e-mail boxes) and telephone numbers relating to the contact details issued during the phase of registration with the "International Ideas Competition", under their sole responsibility in the days immediately following closure of the Competition; if the author of the video could not be contacted, did not respond or did not provide the requested documentation within 24 hours from the first contact, he/she will not have the possibility to participate in the Event and will have no right, demand, claim or vindication against the Promoter;
- (ii) be in possession of the documents required for the trip to the place of holding of the Event. In particular, the author of the Video chosen must be in possession of a valid document for entry into the territory of the Italian Republic and they will be required to declare that their entry into the Italian territory does not take place in violation of Italian national law or the country of residence, origin or transit;
- (iii) provide a copy of the documentation necessary to prove their identity and be in possession of the requirements referred to in this Call (of appropriate age) and any other statement required by the Promoter (in particular a commitment to confidentiality in relation to participation in the Event, a letter of indemnification containing the declarations relating to the granting of rights of intellectual property on the Video and on the images, a letter of commitment to respecting of the safety standards governing expatriation and transport by air, land or sea and the conditions applicable to the transport services provided by airlines or similar) or information required by the Promoter for organizational reasons.

The author of the Video selected may not assign the invitation for participation to the Event to third parties. Participation in the Event will be strictly personal and it will not be possible for the authors whose Videos have been selected to be accompanied by anyone.

The Promoter does not respond in any case for non-participation in the Event where the same was due to unforeseeable circumstances, force majeure or circumstances of the author of the Video; in such cases the author of the Video will not have any action, right, demand, claim or assertion in respect of the Promoter.

Art. 20 Use of the qualified Videos

The top 15 Videos on the list will be used to create the Video work that will be used during the communication initiatives promoted by Ferrari during the event of 22 February 2018 in Maranello.

Art. 21 Management of personal data

The personal data of the participants in the "International Ideas Competition" will be used solely for the purpose of participation in this "International Ideas Competition", under the terms indicated in the statement signed at the time of registration.

Art. 22 Acceptance of the terms of participation

Participants in the "International Ideas Competition" must sign the release form containing the terms of indemnification and assignment of rights on the Video required at the time of registration.

Art. 23 Governing law and jurisdiction

The Call and the relationships between the Promoter and the Participants in the "International Ideas Competition" are governed by Italian law.

Participation in the "International Ideas Competition" involves, on the part of each competitor, unconditional acceptance of all the rules of this Call which, drawn up with a certain date is kept at PRAGMATICA PLUS with headquarters at Palazzo MIRANA - Piazzetta del Sass 8 - 38122 Trento (TN).

For any disputes between the Promoter and the Participants at the "International Ideas Competition" the Court of Modena will have exclusive jurisdiction within the limits of that permitted by the regulations in force.

Pursuant to Italian Presidential Decree 430 of 26.10.2001 art 6, this "International Ideas Competition" is not a prize event and consequently does not require ministerial deposit or any of the requirements reserved to events offering prizes.

Maranello, 01/02/2018

PROCESSING OF PERSONAL DATA FOR PARTICIPATION IN THE CALL "BRING YOUR PASSION TO MARANELLO"

This statement complements the Privacy Policy that you have already viewed as a Registered User on the Site www.ferrari.com and on its sub-sites for the particular initiative under the banner of the "Call for International Ideas Competition - *Bring Your Passion to Maranello*" ("**Competition**"). The terms and definitions that are already defined in the General Terms and Conditions and in the Privacy Policy of the Site will have the same meaning here.

The User is advised to read this information ("**Information**") before completing the file upload procedure and participating in the Competition.

By participating in the Competition, the User declares having understood, accepted and consented to the processing of their Personal Data, including the dissemination and public sharing via the Internet worldwide of the names and Materials inserted (video contributions uploaded by the User for participation to the Competition), as described in the Call and in this Information.

Data Controller and Data Processor of the Personal Data Processing

The Data Controller of the personal data processing for the Competition is Ferrari S.p.A., Promoter of the Competition and owner of the Site;

The Data Processor of the Personal Data for the Competition is Pragmatica Plus Srl, with registered office in Palazzo Mirana, Piazzetta del Sass 8,38122 (TN) for management of the administration related to implementation of the Competition.

Any request relating to the Personal Data processed by Ferrari may be addressed to the Data Controller and to the Data Processor by writing to the e-mail address **contestf1@ferrari.com**.

The information that we collect,

in addition to what is indicated in the Privacy Policy, includes the User's primary contact information (telephone number and e-mail address) that will allow us to communicate with the Users who will be participating in the Competition. Further information may be requested after participation to allow management of the stages of the Competition.

We also collect the Materials (video contributions) that the User will make available by participating in the Competition that may contain images depicting persons.

How we use the data - purpose of the processing

The Personal Data made available by the User will be used in compliance with the principles of necessity for the exclusive purposes of allowing participation in the Competition and management thereof.

The Personal Data will be used (i) for dissemination of the Materials (video contribution) of the Users participating in the Competition that are in line with the regulations contained in the Competition Call and approved on the "wall" of the website bringyourpassion.ferrari.com, (ii) to contact the User whose contribution has been selected according to the Call, (iii) for organisational communications related to the Competition.

Provision of data and processing methods

The provision of Personal Data by the User is optional. However, non- or incorrect provision of Personal Data may make it impossible to participate in the Competition or impede subsequent contact by Ferrari.

Who has access to the Personal Data

Ferrari, Service Providers, Ferrari sales network.

Those persons who hold corporate positions in Ferrari and/or in subsidiaries, parent companies, affiliates around the world (the "Group"), Ferrari and Group employees, Managers and persons in charge of personal data processing in the exercise of their functions, any third party suppliers, for example those engaged in the management and maintenance of the Site and of the electronic and IT tools, or consultants engaged in organising the Competition may access the Personal Data of the User.

Companies and individuals who are part of the Ferrari sales network worldwide may also access the Personal Data of the User in order to facilitate organisational obligations.

Other Users

Personal Data, particularly the User name, the User's image and the videos uploaded by the User participating in the Competition, will be disseminated to other Users and to the public through the "wall", that is a web page accessible to anyone surfing the Internet where the contributions will be published, where the User himself/herself chooses to do so by uploading their video contribution.

Dissemination

The Personal Data of the User (*name* and video contribution), if it complies with the criteria laid down in the Competition Call, will be disseminated through the Internet, potentially worldwide, and through any other means of video dissemination. By participating in the Competition, the User accepts and consents to such dissemination.

User's Rights. Cancellation

The User may at any time exercise the rights provided by current legislation, especially those under established by art. 7 of Italian Legislative Decree 196/2003 ("Italian Privacy Code"). These include the right to obtain cancellation of own Personal Data.

In particular, the User can make requests to remove their video contribution from the "wall" to: **contestf1@ferrari.com**.

Consent

Through completion of the procedure of participation in the Competition on the website bringyourpassion.ferrari.com

the User consents to the processing of their Personal Data and images under the terms of the Competition Call and of this Information.

The consent includes the possibility for Ferrari to disclose the Personal Data and the Material (video contribution of the User) potentially around the world via the Internet or by other means, to communicate the Personal Data and/or to transfer it abroad, if necessary, for implementation of the Competition, according to the provisions of the Privacy Policy and of this Information and pursuant to the applicable laws.