**CLIENT DATA COLLECTION & CONSENT FORM**

***FOR DIGITAL TOOLS***

**Gender ID**

**Title**

**First Name**

**Middle Name**

**Last Name**

**Main address**

**City**

**Postal Code/Zip Code**

**State/Province/Region**

**Country**

**Phone**

**Mobile Phone**

**Email**

**Birthday (gg/mm)**

**Preferred Language**

**Preferred Method of Contact**

|  |
| --- |
| **YOUR PRIVACY IS EXTREMELY IMPORTANT TO US**  Having read the information notice, I authorize Marni Group S.r.l. to the processing of my personal data for **Marketing\*** purposes as described in paragraph 3.1.a) of **the** information notice:  ** YES  NO** |
| Having read the information notice, I authorize the Joint Controllers OTB S.p.A. and Marni Group S.r.l. to process my personal data for the purpose of **Customer analysis to provide experiences in line with your preferences\***\* as described in paragraph 3.2.a) of the information notice  ** YES  NO** |

You can at any time withdraw your consent for Marketing\* purposes by clicking on the appropriate option in each email received, as well as by writing to the address [privacy\_jpn@marni.com](mailto:privacy_jpn@marni.com) or otherwise contacting the Marni Group S.r.l. at the addresses indicated at paragraph 1 of the information notice; You can at any time withdraw your consent for **Customer analysis** \*\* by writing to the address privacy\_jpn@marni.com, privacy@otb.net, or otherwise contacting the Joint Controllers at the addresses indicated at paragraph 1 of the information notice.

**\*[NOTE: bold words must include pop-up or mouse over mechanisms that open the following text]:**

Marni Group S.r.l. will be able to process Biographical Data and Contact Data for advertising activities on the social networks to which I am subscribed or sending advertising or direct sales material, carrying out market research, sending commercial promotions and discounts reserved to customers, commercial information - possibly also customized - with automated contact methods (e-mail, newsletters, SMS, MMS, messaging platforms, etc.) and traditional contact methods (mail).

**\*\*[NOTE: bold words must include pop-up or mouse-over mechanisms that open the following text]:**

the Joint Data Controllers will be able to process the Biographical Data, the Contact Data, the Sales Data, the Data collected in the shop, the Purchase Data and the Navigation Data for profiling purposes, or for analysis on your purchasing preferences consisting of automated processing of the above mentioned data. This processing is aimed at analytically knowing or predicting your purchasing preferences also in order to create customer profiles and customize the commercial offer so that it is more in line with your preferences.

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