



MEMBERSHIP AGREEMENT AND TERMS OF USE FOR THE “FOR YOU CARD” (guest status)

1. The FOR YOU CARD (hereinafter referred to as "CARD") has been established by the Consortium for the Promotion of Tourism and the Protection of the Finale Region (hereinafter referred to as "FOR," an abbreviation for FINALE OUTDOOR REGION). The Consortium is registered at Via Cesare Abba 2b, Finale Ligure, and its headquarters is located at Via per Gorra 10, Finale Ligure.
2. The Card is issued to the applicant, hereinafter referred to as the GUEST, upon the signing of this contract. This action also signifies the GUEST's explicit acceptance of the regulations governing the use of the CARD.
3. The CARD is available upon request at the INFO POINT located within the FINALE OUTDOOR BASE (Via per Gorra 10, Finale Ligure). It may also be obtained from local tourist information offices or through recognized members of the FOR Consortium, who display an identifying window sticker. To acquire the CARD, individuals must complete the designated FORM and submit a payment of €5.00. The CARD is also available for purchase online by completing a FORM accessible at the following link: <https://www.finaleoutdoor.com/card>. A payment of €5.00 is required for the transaction. The FOR YOU CARD is distinguished by its unique NFC code and QR code assigned to each guest.
4. The FOR YOU CARD provides its holder with several significant advantages:
 - access to exclusive reserved offers, including limited-time promotions from FOR, which are redeemable through the issuance of virtual coupons. For instance, CARD holders may benefit from various discounts and concessions;
 - eligibility to participate in the rewards catalog, which is determined in accordance with the specified terms and conditions;
 - an opportunity to contribute to the maintenance of the Finale Outdoor Region. For every €10.00 donated, the holder will earn 100 points, which equate to the preservation of one meter of trail or cliff.The comprehensive list of benefits and the procedures for their redemption are published at www.finaleoutdoor.com. By utilizing the CARD, the subscriber acknowledges and accepts these terms.
5. Upon receiving the CARD as outlined in Section 3, the GUEST will be granted 500 points and will be eligible to apply for the Komoot activation voucher, which provides access to offline maps specific to the Liguria Region.
6. In addition to the options outlined in Section 4, points may also be accrued through the purchase of products or services from merchants participating in the FOR program, provided that the CARD is presented at the time of payment. A detailed report of the purchased products and services, along with the points earned, will be accessible at card.finaleoutdoor.com. It is important to note that failure to present the CARD during payment will result in the inability to accumulate points, and such points will not be credited at a later time. For every point earned, the holder of the FYC will receive one coin.
Upon achieving the specified coin goals established by the program, the Guest will be granted access to the rewards catalog in accordance with the regulations available for download at the following link: <https://www.finaleoutdoor.com/card>.
It is essential to utilize the coins within 90 days following the expiration of the rewards catalog. After this period, any coins that have not been redeemed will be rendered invalid.
7. The CARD is valid for a duration of one year, specifically from January 1 to December 31. Exceptions apply for cards issued in November and December of the preceding year, which will



have distinct expiration dates. Any coins that remain unused after the designated expiration date will be rendered invalid.

8. The GUEST is responsible for the protection of the CARD and shall assume full liability for any usage, as well as for any adverse repercussions that may result from misuse or unauthorized use of the CARD, including instances involving third parties. In the event of loss or theft of the CARD, the GUEST may request the issuance of a replacement CARD for a fee of €3.00.
9. STATEMENT PURSUANT TO ARTICLE 13 OF THE EUROPEAN REGULATION 2016/679 (GDPR).

The FOR Consortium, represented by its legal representative and headquartered in Finale Ligure (SV) hereby informs you, in accordance with Article 13 of the General Data Protection Regulation (GDPR) 2016/679, that your application for membership in the FOR YOU CARD project and your subsequent participation will necessitate the acquisition and processing of personal data associated with you. This data includes your full name, email address, mobile phone number, date of birth, and nationality.

- **PURPOSE OF DATA PRECESSING.**

The information you provide upon submitting your membership application will be processed for the purpose of issuing the CARD and facilitating your enrollment in the associated loyalty program. This processing is essential to meet the resulting contractual and legal obligations. Additionally, the FOR will acquire and process data concerning the services utilized through the CARD itself.

If you provide explicit consent, your data may be utilized for marketing purposes. This may involve the distribution of advertising materials or commercial communications through various channels, including automated calling systems, electronic mail, or text messaging.

It is important to note that if you consent to the aforementioned use of your data for marketing activities, you maintain the right to object to such processing at any time. This objection may be communicated easily and at no cost to the undersigned Consortium.

- **LEGAL BASIS FOR DATA PROCESSING.**

The processing of data pertaining to membership and utilization of the "FOR YOU CARD" is governed by Article 6, paragraph 1, letter b of the General Data Protection Regulation (GDPR). This provision indicates that "processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract".

In the context of marketing, the legal basis is established under Article 6, paragraph 1, letter a of the GDPR, which pertains to the subject's consent.

The email address provided during the membership registration process may be utilized to communicate commercial information regarding products and services similar to those previously acquired. In this context, the legal basis for processing is grounded in the legitimate interest of the Data Controller, as specified in Article 6, paragraph 1, letter f (GDPR). It is essential to acknowledge that users retain the right to object to this processing at any time. To discontinue receiving further communications, users may formally inform the organization of their decision.

- **DATA PROCESSED.**

The identification and contact information of the card holder, as well as data concerning the volume of expenditures, will be processed. This will be carried out without reference to specific products or consumption details.



- **METHODS OF PROCESSING.**

Data processing will be conducted by personnel who have been formally designated as responsible for this function. These individuals will utilize appropriate instruments and supports, including paper, magnetic media, computers, or telecommunication methods that ensure security and confidentiality. Furthermore, data processing may be executed through automated tools that are designed for the secure storage, management, and transmission of data. All data will be stored exclusively on servers situated within the European Community and will be managed by external data processors who possess all necessary guarantees as stipulated by the General Data Protection Regulation (GDPR).

- **NATURE OF DATA PROVISION.**

The provision and processing of your personal data are essential for the issuance of the Card and for enabling you to benefit from its associated advantages. A refusal to provide this information, either in whole or in part, or a lack of consent to its processing and/or dissemination to third parties may hinder our ability to complete your registration in the program and preclude you from receiving the corresponding benefits. Conversely, your decision not to consent to the utilization of your data for marketing purposes will in no way impede your registration in the loyalty program, as such consent is entirely voluntary and distinct from the ordinary operations related to the program itself.

- **COMMUNICATION AND DISTRIBUTION OF DATA SUBJECT TO PROCESSING.**

In accordance with mandatory legal obligations regarding communication and dissemination, the data collected may be disclosed to parties whose functions are closely aligned with or essential to the operations of the undersigned organization. Specifically, your data may be shared with partner companies involved in the execution of the loyalty program.

- **RIGHTS OF THE INTERESTED PARTY.**

With respect to the personal data mentioned above, you are entitled to exercise the rights delineated in Articles 15, 16, 17, 18, 19, 20, and 21 of the General Data Protection Regulation (GDPR). These rights include, in particular, the right to access your personal data, the right to request corrections, updates, or deletions of your data, and the right to object to the processing of your data for legitimate reasons.

To exercise these rights, please contact our organization either by telephone at [00393387469962](tel:00393387469962) or via email at consorzio@finaleoutdoor.com.

- **STORAGE OF PERSONAL DATA.**

The data subject to processing is stored in secure archives. We implement appropriate security measures to minimize the risks of accidental destruction, loss, unauthorized access, or processing that does not align with the intended purposes of collection.

All data will be stored exclusively on servers located within the European Community and managed by external data processors who comply with all requirements established by the General Data Protection Regulation (GDPR). The data will be processed for the duration of your registration in the program and subsequently for the fulfillment of legal obligations. Furthermore, if you have provided your consent, your data may be utilized for future marketing purposes.

In such instances, the associated data will be retained for a maximum period of five years following your registration. Personal data that is no longer necessary for the purposes for which it was processed will either be deleted or rendered anonymous, in accordance with legal requirements.



In the event of withdrawal from the program or the return of your card, your data will be retained solely for administrative purposes for a period not to exceed 90 days.

- **DATA CONTROLLER AND PERSONAL DATA PROCESSOR.**
The entity responsible for the management of your personal data is the Consortium for the Promotion of Tourism and the Protection of the Finale Region, located at Via Cesare Abba 2b, Finale Ligure. The individual designated to oversee the processing of your data is the Administrative Manager of FOR. For a complete and current list of external data processors who handle your information, please submit a request to the administrative office of the aforementioned organization via email at consorzio@finaleoutdoor.com.

MEMBERSHIP APPLICATION FORM

Name and Surname (optional) or nickname:

E-mail (required):

Phone no. (required):

Nationality (required):

Date of birth (required):

Passion: bike climb hiking water (optional)

Accommodation: Hotel Apartments Camping Bed & Breakfast (optional)

Authorization for the processing of personal data for marketing purposes (optional)

Place and date

Signature of the subscriber