

## **Consent Form – Personal Data and Media Processing**

During your visit to Masco Group headquarters, personal data may be collected and processed, as well as photo and video materials created for institutional purposes.

### **1. Processing of Personal Data (excluding images/videos)**

Masco Group may collect and process the following personal data:

- First and Last Name
- Email Address

#### **Purpose of processing:**

The data will be processed for corporate marketing and communication purposes, including but not limited to:

- Sending updates on Masco Group activities, events, or news
- Contacting you for future initiatives related to the business relationship
- Internal statistics and reporting

#### **Legal basis:**

The processing is based on the data subject's consent, in accordance with Article 6(1)(a) of the EU Regulation 2016/679 (GDPR).

### **2. Use of Photos and Videos**

During the event, photos and video recordings may be taken to document moments of interaction, collaboration, and participation.

These materials may be used for Masco Group's communication and marketing activities, including:

- Social media platforms (LinkedIn, Instagram, etc.)
- Company website
- Internal newsletters
- Presentations and promotional materials

By consenting to the conditions of this form, you agree to the use of your name, email address, and image/video for the purposes described above.

You also understand that such materials may be used without further notice or compensation.

#### **For any questions or requests, you may contact:**

- Maddalena Moro – Group General Counsel (m.moro@mascogroup.com)