

TERMS AND CONDITIONS

WHEREAS:

(A) EAI has made available to the company or organization on whose behalf the User acts (the “Distributor”) all information relating to the program named “Canvass Display – Spazio Mostre” (Including e.g. incentive program, rebate scheme and the related participation requirements);

(B) such Distributor has reviewed and accepted separately the applicable terms and conditions governing the “Canvass Display – Spazio Mostre” program and has authorized the User to access and use the Platform for the purposes of participating in such program;

(C) access to the Platform is granted by EAI in reliance upon the foregoing representations and acceptance of the applicable promotional terms by the Distributor;

(D) EAI has the right to use the following brands: “Beko”, “Hotpoint” and “Whirlpool” (which will be the only ones included in the “Canvass Display – Spazio Mostre” program).

NOW, THEREFORE, by accessing or using the Platform, the User confirms the accuracy of the foregoing and agrees to be bound by these Terms and Conditions.

1. Definitions

For the purposes of these Terms and Conditions:

- “Agency” means the third party Beko’s provider realizing the Platform and making the User’s registrations.
- “Distributor” means the authorized reseller of EAI’s products through which the User accesses the Platform.
- EAI means European Appliances Italy S.r.l., with its registered office in Via Varesina 204, Milan, 20156.
- “EAI User” means any individual employed by EAI whose have access to the Platform
- “Platform” means the digital system made available by EAI for the submission, storage and verification of data relating to the sale, installation and display of the EAI’s products, named “Spazio Mostre - Beko Europe”.
- “Program” means the “Canvass Display – Spazio Mostre” program allowing Users to obtain discounts, rebates or other commercial benefits subject to verification and validation by EAI.
- “User” means any individual employed by the Distributor and whose registration has been carried out by the Agency.

2. Purpose of the Platform

The Platform is exclusively intended to allow Users to submit structured and verifiable information relating to the effective display of the EAI's products in the third-party kitchen studio supplied by the Distributor, for the purpose of assessing eligibility for incentives under the Program.

EAI does not guarantee the availability, continuity or approval of any incentive and retains full discretion, subject to these Terms and Conditions, in the validation process.

Access to the Platform is permitted solely to the User/s and to the EAI User/s.

By accessing or using the Platform, the User represents and warrants that it has been duly authorized by the Distributor and confirms that the Distributor has reviewed and accepted the applicable terms shared by EAI concerning the Program.

At the moment of the access to the Platform by the User, EAI is entitled to rely on the above-mentioned representation without further verification.

3. Registration and Access

Access to the Platform is subject to registration of the User and approval by the relevant Distributor.

The registration occurs based on a request submitted by the Distributor to EAI.

EAI will forward the request to the Agency, including necessary data for the account creation of the User (name, surname, e-mail and employing distributor). The Agency will subsequently share the credentials via email directly to the User.

EAI reserves the right, at any time, to refuse, suspend or revoke access where registration data is incomplete, inaccurate, unverifiable, or where the User does not meet eligibility requirements as determined by EAI and/or the Distributor.

4. User Representations and Obligations

The User represents and warrants that:

- all information submitted via the Platform is true, accurate, complete and not misleading;
- all submitted transactions correspond to genuine, duly executed commercial operations;

- it has obtained all necessary consents for the submission and processing of any personal data included in the Platform.

The User undertakes to promptly correct any inaccurate or outdated information and to cooperate fully with any verification or audit process executed by EAI.

5. Verification, Audit and Evidence

EAI shall have the right to carry out audits, checks and verification activities on the correct usage of the Platform, directly or through third parties, at any time during the term of participation and for a reasonable period thereafter.

The User shall, upon request, provide all supporting documentation, including invoices, delivery proofs, installation evidence and any other relevant materials.

Failure to provide adequate evidence within the requested timeframe shall entitle EAI to reject the relevant incentive claim.

6. Incentives

The Distributor will be eligible for any incentive upon the following conditions:

- successful validation by EAI of the submitted data on the Platform;
- compliance with these Terms and Conditions;
- absence of fraudulent, abusive or non-compliant conduct of the User.

EAI reserves the right to determine, in its reasonable discretion, whether the eligibility criteria are met.

7. Suspension and Termination

EAI may, at its sole reasonable discretion and with immediate effect, suspend or terminate the User's access to the Platform and/or participation in the Program without liability in the event that:

- (a) the User ceases to maintain an active commercial relationship with the relevant Distributor;
- (b) any information provided is false, inaccurate, incomplete or misleading;
- (c) there is suspected or actual fraud, abuse, manipulation of data, or attempted improper benefit under the Program;
- (d) the User breaches these Terms and Conditions or applicable laws;

- (e) the User engages in conduct that may damage EAI's reputation, goodwill or business interests;
- (f) continued participation exposes EAI to legal, regulatory, operational or reputational risk, as reasonably assessed by EAI.

Upon suspension or termination, EAI may:

- reject any pending or unverified incentive claims;
- suspend further processing of benefits;
- request additional verification for previously submitted claims.

Any incentive already validly accrued and fully verified prior to suspension or termination shall remain payable, except in cases of fraud, willful misconduct, or material breach.

8. Data Accuracy and Liability for Misrepresentation

The User acknowledges that EAI relies on the accuracy of submitted data for the purpose of incentive calculation.

The User shall be fully responsible for any loss, damage or liability suffered by EAI arising from inaccurate, false, or misleading submissions.

9. Data Protection (GDPR)

User's data shall be processed in accordance with the Privacy Notice attached as Exhibit 1 to this Terms and Conditions.

10. Intellectual Property and Platform Rights

All rights, title and interest in and to the Platform, including software, content, databases and related intellectual property rights, remain the exclusive property of EAI or its licensors.

No rights are granted to the User except as expressly set out in these Terms and Conditions.

11. Amendments

EAI reserves the right to modify these Terms and Conditions at any time. Updated terms shall be communicated to Users and shall apply from the date of publication or notification, as applicable.

12. Governing Law and Jurisdiction

These Terms and Conditions shall be governed by and construed in accordance with Italian law.

Any dispute arising out of or in connection with these Terms shall be subject to the exclusive jurisdiction of the courts of Milan, unless mandatory provisions of law provide otherwise.

Attachment:

- Exhibit 1 – Privacy Notice

Exhibit 1 - Privacy Notice

Last updated: July 2026

This privacy notice ("Privacy Notice") describes the types of personal data that European Appliances Italy Srl, with registered office at Via Varesina 204, 20156 Milan (MI) ("**Beko**", "**we**" or "**us**"), collects, uses and shares about users of this website ("**Site**") and participants in the initiative ("**Data Subject**", "**you**" or "**your**").

Beko will act as a data controller of your personal data within the meaning of the General Data Protection Regulation No. 2016/679, as amended and/or supplemented from time to time ("**GDPR**") and any other applicable data protection laws ("**Data Protection Laws**").

Personal Data collected

Personal data is provided directly by the Data Subject. By participating in the initiative, registering and/or using the Site, the Data Subject will provide Beko with contact details and other information necessary to allow Beko to identify and contact him, to allow him to connect and use the Site, and to allow him to participate in the initiative. The Personal Data we collect may include:

- Contact information, such as first and last name, email address;
- Site account information, including username and password, and incentives provided.

Purpose of collection, legal basis for processing and storage of Personal Data

PURPOSE	LEGAL BASIS	RETENTION PERIOD
To allow you to register on the Site by creating an account and to manage this account and the communications	The performance of a contract to which the Data Subject is a party or of pre-contractual measures taken at the request of the Data	Until the account is deleted.

functional to its use.	Subject - Art. 6(1)(b) GDPR. The provision of Personal Data is necessary for this purpose. If you do not provide it, it will not be possible to register your account.	
To allow you to participate in the initiative organised by Beko or third parties on behalf of Beko.	The performance of a contract to which the Data Subject is a party or of pre-contractual measures taken at the request of the Data Subject - Art. 6(1)(b) GDPR. The provision of Personal Data is necessary for this purpose. If you do not provide it, it will not be possible to register your account.	For the duration of the program
Carry out extraordinary transactions involving Beko (including transfers of companies and business units, acquisitions, mergers, demergers, corporate reorganizations, corporate restructuring or other corporate transformations).	The legitimate interest of Beko or a third party - Art. 6(1)(f) GDPR. The provision of personal data is necessary for this purpose. You may object to the processing carried out for this purpose at any time.	Until the completion of the extraordinary operation.
To prevent fraud, to ensure the security of our systems and to enforce our rights or protect against unauthorized access to our systems or other inappropriate use of the Site, and to establish liability in the event of computer crimes	The legitimate interest of Beko or a third party - Art. 6(1)(f) GDPR. The provision of Personal Data is necessary for this purpose. You may object to the processing carried out for this purpose at any time.	Until the statute of limitations of the crime.
To protect Beko's rights, in	The legitimate interest of	For the duration of the

and out of court.	Beko or a third party - Art. 6(1)(f) GDPR. The provision of Personal Data is necessary for this purpose. You may object to the processing carried out for this purpose at any time.	trial/proceeding and in accordance with applicable law.
To comply with Beko's legal obligations and respond to requests from competent authorities and data subjects.	Compliance with a legal obligation to which Beko is subject - Art. 6(1)(c) GDPR. The provision of Personal Data is necessary for this purpose. If you do not provide it, there will be no consequences of any kind for you.	For the period required by law or required by the authority.

Processing methods

Personal Data will be processed through electronic systems managed by Beko and will be accessible to Beko employees within Beko's Information Systems (responsible for the management of the Site), and to other employees who need access to the Site's personal data in order to supervise and administer business relationships. The Data Subject's Personal Data may be accessible to external IT service providers in charge of carrying out specific activities relating to the operation and maintenance of the Site and may therefore have access to the Data Subject's Personal Data in an ancillary manner to the performance of their service activity.

Sharing and Transfer of Personal Data

The Personal Data collected may be shared with:

- Other entities affiliated with Beko.
- Other providers (e.g., prize management service providers, IT service providers, or other service providers).
- Judicial or government authorities to comply with laws, regulations, court orders, subpoenas, and similar requests.

We may also share the Personal Data we collect in the following circumstances:

- Business transfers. We may transfer your Personal Data in the event that Beko sells all or part of its business, but only if necessary in connection with the sale.

- Legal Disclosure. We may share Personal Data if we believe it is necessary: (1) to enforce our rights, if we believe that a violation of this Privacy Notice or the terms of use of any service has occurred; (2) if we believe that such disclosure is necessary to identify, investigate, or pursue an action regarding any injury or interference with the rights and property of Beko or any subsidiaries and affiliates; (3) to respond to legal process and in cooperation with law enforcement, or as otherwise required by law; (4) to assist us in preventing or investigating fraud or other violations of legal compliance; and (5) to protect your safety and the safety of others.

Any transfer of your Personal Data outside of your local jurisdiction will be carried out in accordance with Data Protection Laws. Transfers of Personal Data outside the EEA (both within and outside the Beko Group) are carried out on the basis of the following appropriate safeguards in accordance with Data Protection Laws:

- a) When the European Commission or the local competent authority has issued an adequacy decision; or.
- b) the Beko group company that exports your Personal Data has provided adequate safeguards, including, but not limited to, standard data protection clauses ('SCCs'). Notwithstanding the above, the transfer based on the standard data protection clauses is characterized by additional organizational and technical measures, aimed at ensuring an adequate level of protection of your Personal Data.

How Your Personal Data is Protected

The security of your Personal Data is a priority for us. Beko has put in place appropriate security measures to prevent your Personal Data from being accidentally lost, used or accessed in an unauthorized manner, altered or disclosed. Beko has implemented appropriate technical and organizational measures to prevent unauthorized access to the Data Subject's Personal Data. These measures include policies, procedures and security measures relating to the control of access to Personal Data. Such measures are reasonably designed to help protect your Personal Data from loss, unauthorized access, disclosure, alteration, or destruction. Beko will process the Personal Data of the Data Subject in accordance with all Data Protection Laws.

Your rights

To the extent this is provided for by Data Protection Laws, you may have the right to:

- to be informed about the purposes and methods of processing your Personal Data.
- request access to your Personal Data. This allows you to receive a copy of your Personal Data in the ownership of Beko.
- request that we update or correct your incomplete or inaccurate Personal Data.
- object to the processing of your Personal Data on grounds related to your particular location, where Beko is relying on legitimate interests (or those of a third party). In some cases, Beko may demonstrate that it has compelling legitimate grounds to process your Personal Data that override your rights and freedoms.

- request the restriction of the processing of your Personal Data. This allows you to ask Beko to suspend the processing of your Personal Data in the cases and to the extent provided for by Data Protection Laws.
- receive the Personal Data concerning you that you have provided and that you have provided in a structured, commonly used and machine-readable format, as well as transmit such Personal Data to another controller, in the cases and to the extent provided for by Data Protection Laws.
- request the deletion or deletion of your Personal Data, in the cases and to the extent provided for by Data Protection Laws. We may refuse some requests or only accept some of them, subject to our legal rights and obligations. For example, we may retain Personal Data as permitted by law, such as for tax or other registration purposes, to maintain an active account, to process transactions, and to facilitate customer requests.
- withdraw your consent to the processing of your Personal Data and/or special categories of Personal Data at any time, without affecting the lawfulness of processing based on your consent before its withdrawal.
- lodge a complaint with the national data protection authority or the judicial authority.

You may write to the Privacy Team identified below to exercise both the rights set out in this Policy and any other rights provided for by Data Protection Laws. Where appropriate or required by law, we will take reasonable steps to verify your identity before responding to your requests. The verification steps may vary depending on the sensitivity of the Personal Data and whether you have an account with us. If you designate an authorized agent to make a request on your behalf, you must ensure that the authorized agent identifies itself as such.

By mail:

Data Protection Team

Via Varesina 204, 20156 - MI, Italy

Via online form: [BEKO Contact form](#) for data access requests

Changes to the Privacy Notice

This Privacy Notice is updated regularly. We may update this Privacy Notice to reflect changes to our privacy processes and practices. We encourage you to periodically review our Privacy Notice for the most up-to-date information on our privacy processes and practices.

