

<b>Purposes of data processing</b>	<b>Legal basis</b>
Enabling all features on the Site to be used.	Performing a contract
Checking that the Site is working properly.	Performing a contract
Enabling registration and/or access to the reserved area through the Enel unique profile	Performing a contract
Ascertaining responsibility in the event of computer crimes against the Site.	Legitimate interests Legal obligation
Answering a question from the data subject.	Performing pre-contractual measures taken at the request of the data subject Performing a contract
Enabling the APPs made available by Enel Energia to be used, as well as the related services.	Performing pre-contractual measures taken at the request of the data subject Performing a contract
Performing the contracts signed with Enel Energia (e.g. contracts for the supply of power, natural gas, applications for energy consumption surveys, etc.) and all consequent operations of interest to the customer.	Performing a contract
Enabling access to the "Save and Continue" features available on Enel Energia's website when concluding contracts via the web. In the event that you do not complete the contract with Enel Energia or the site registration procedure, your data will be used to contact you to facilitate a conclusion of the process. Enel Energia will be able to access the application form which contains the data you have already entered in the first stage of completion, continue filling it in by telephone contact and allow you to finalise the application process by accessing a link, which Enel Energia will send to your email inbox. Alternatively, access to fill in the form can be made by sending a "One Time Password" (the so-called "OTP") to the mobile phone number indicated at the time of access. After five (5) calendar days from the sending of the email, the link will no longer be usable and the data will be deleted.	Performing pre-contractual measures taken at the request of the data subject
Managing any purchase orders and related administrative activities.	Performing pre-contractual measures taken at the request of the data subject Performing a contract
Allowing the security controls required by law.	Legal obligation Legitimate interests
Allowing Enel Energia to comply with the obligation of law, regulation or provided for by community legislation.	Legal obligation

<p>Check creditworthiness, also in terms of punctuality in payments, customers or potential customers of Enel Energia, previously or during the contractual relationship. These checks can be carried out through access to Enel Energia's information systems, to public sources through companies specialized, Credit Information Systems and to the public fraud prevention system of consumer credit with specific reference to identity theft (SCIPAFI).</p> <p>For this purpose, as required by the Conditions Supply Generals, information could be acquired aimed at verifying past arrears against Enel Energia, as well as, by way of example, the presence of protests, prejudicial arrears relating to various contracts in the name of same customer, also stipulated with other suppliers. Furthermore, if there were any past arrears on the point of supply, Enel Energia S.p.A may carry out further checks in order to detect any relationships between the requesting customer and previous holders and to deepen the various changes at the point of supply. Following of these checks, Enel Energia will also be able to decide not to accept the supply request, providing adequate communication to the customer.</p> <p>The use of these information systems has the purpose to use objective evaluation criteria, for allow Enel Energia to limit the risk credit and take preventive measures against fraud related to the products and services provided, also to protect credit reasons.</p> <p>Enel Energia guarantees customers the exercise of rights referred to in Articles 15-22 of the GDPR, and may indicate, at the customer's request, any sources from which it acquired the aforementioned information.</p>	<p>Performing pre-contractual measures</p> <p>Performing a contract</p>
<p>Management of mediations, assisted negotiations or others form of Alternative Dispute Resolution (so-called "ADR") between Enel Energia and customers.</p>	<p>Consent</p>
<p>Assigning credit rights to customers, deriving from the supply of products and services provided by the Controller</p>	<p>Performing a contract</p>
<p>Detecting, preventing, mitigating and alerting fraudulent or illegal activities in connection with the services provided on the Site.</p>	<p>Legitimate interests</p> <p>Legal obligation</p>

<p>Carrying out activities aimed at improving the quality of the services offered linked to the contractual relationship (for instance, through surveys to assess customer satisfaction).</p>	<p>Legitimate interests Legal obligation Performing a contract</p>
<p>Enabling Enel Energia to carry out market research, direct sales, including telephone sales, the placement of products or services, sales messages or marketing activities and the sending of advertising material. These activities can be carried out using traditional methods (e.g. paper post) or automated contact systems (e.g. SMS, email).</p>	<p>Consent of the data subject Legitimate interests</p>
<p>Use the email address provided by the data subject within the framework of the existing contractual relationship with Enel Energia to send sales offers for products and/or services similar to those previously purchased (the so- called soft spam).</p>	<p>Legitimate interests</p>
<p>Performance, by identified companies of the Enel Group (such as Enel X Italia S.r.l.; Enel X Financial Services S.r.l.; Paytipper S.p.A.; Enel X Way S.r.l.; Enel X Way Italia S.r.l.), of market research, direct sales, including by telephone, for the placement of products or services, for commercial communications or marketing activities. These activities may be performed by sending advertising, information, promotional material or invitations, using traditional methods (e.g., paper mail) or automated contact systems (e.g., SMS, e-mail).</p>	<p>Consent of the data subject (Optional)</p>
<p>Enabling Enel Energia, or Enel Group Companies, parent companies, subsidiaries, associates or business partners of Enel Energia, to carry out profiling activities based on its consumption habits and personal data and information acquired by observing the use of the products or services offered by the Controller, in order to suggest personalised offers.</p>	<p>Consent of the data subject (Optional)</p>
<p>For the purposes of Article 1(154) (156) of Italian Law 208/2015 and in particular for the purposes of debiting, on the invoice, the instalments relating to the RAI (Unpaid Receivables Registry) fee or the reimbursement of the fee not due, as well as the repayment of the sums to the Treasury relating to said fee. For such purposes, Enel Energia informs that the Site highlights the ways in which it will be possible for Customers to update and correct their personal data, by means of a notice to be sent to the usual contact channels on the "Contact Us" page of the web page.</p>	<p>Legal obligation</p>

<p>Offer commercial, technical and more general assistance services of <i>customer care</i>.</p>	<p>Performing the contract Performing pre-contractual measures taken at the request of the data subject</p>
<p>Improving the <i>Customer Experience</i> through customer interaction with the operator for the best possible management of a specific request.</p>	<p>Performing the contract Legitimate interests</p>
<p>Checking the quality of the assistance services offered directly by Enel Energia or its business partners so as to verify their effectiveness, improve business processes and service quality.</p>	<p>Performing the contract Legitimate interests</p>
<p>Managing the bank or postal address of the payments to verify that the bank/postal details provided are correct. This check is performed through Enel Energia's contact with the Bank or Poste Italiane, or through contact with the customer at the contractual postal or email addresses. If the holder of the current account indicated in the contract is different from the customer, Enel Energia will use the telephone number of the account holder, where necessary, for the sole purpose of managing this payment method.</p>	<p>Performing a contract</p>
<p>Enabling Enel Energia to forecast the total electricity demand of its Customer Base through the processing, where available, of the measurement data at the aggregate quarter of an hour per Market Area as defined by ARERA. This processing is carried out by the Controller to optimise the purchase of energy on the market.</p>	<p>Legitimate interests</p>

<p>Enabling the pre-filling of customer data in the membership forms online in the reserved area. If Enel Energia customers fill in a form in the reserved area to subscribe to one of the sales offers proposed by the Controller, their personal data already present in the Controller's computer files may be pre-filled in so as to facilitate the subscription process. The customer may, however, modify the data pre-filled in by the system before finalisation of the access process.</p>	<p>Performing pre-contractual measures taken at the request of the data subject Performing a contract</p>
<p>Carrying out, based on the Controller's legitimate interest and having first verified that the interests, rights or fundamental freedoms of the data subject do not prevail through a special balancing test (Legitimate Interest Assessment): marketing and promotional activities, analysis of purchasing behaviour or market surveys targeting customers or potential customers in order to (i) promote products and services offered by the Controller, (ii) improve the relationship with the customer, (iii) increase customer satisfaction and loyalty. The customer or potential customer has the right to object to the processing at any time, free of charge and without giving any reasons.</p>	<p>Legitimate interests</p>