



## Mutti Confessions Campaign – Terms & Conditions

### Definitions

Term	Definition
<b>Confession</b>	The content submitted by a participant, either written or recorded, describing their experience or opinions about Mutti.
<b>Filmed Confession</b>	A video recording of a participant's confession collected at an activation event.
<b>Written Confession</b>	A confession submitted via the online form on the Mutti Confessions campaign website.
<b>Personal Data</b>	Any information that can identify an individual, including but not limited to name, email address, voice, image, or confession text.
<b>Data Controller</b>	Mutti S.p.A., and Mutti Australia the entity that determines the purpose and means of processing personal data.
<b>Data Processor</b>	WiredCo, which processes data on behalf of the controller for campaign execution.
<b>Processing</b>	Any operation performed on personal data, including collection, storage, use, or deletion.
<b>OOH</b>	Out-of-home advertising, including billboards, posters, and other public-facing formats.

**Effective Date: 01.07.25**

Mutti Australia and its campaign partner, Wired Co Pty Ltd (the Agency), are collecting personal stories as part of the Mutti Confessions campaign. By submitting a written confession online or participating in a filmed confession at our live activation event, you agree to the following Terms & Conditions.

## **1. Eligibility**

Participation is open to individuals aged 18 or over. By submitting your confession, you confirm you are of legal age and are submitting your own original content.

## **2. Consent to Use Content**

By participating, you grant Mutti Australia. and its appointed partners the right to record, reproduce, edit, and use your confession across Mutti's marketing channels, including social media, website content, and out-of-home advertising (OOH); permission to edit or dramatise submissions as needed; and consent to be contacted for future marketing activity.

### **Consent to Data Collection and Use**

By submitting my written or recorded confession to the Mutti Confessions campaign, I confirm that:

- I am over 18 years of age and submitting my own content;
- I understand that my confession, name, image, voice, or likeness may be used, edited, dramatised, and published by Mutti Australia and Wired Co Pty Ltd for marketing and promotional purposes;
- I grant Mutti Australia and its partners a worldwide, royalty-free licence to use this content across online, print, social, and out-of-home media;
- I consent to being contacted for follow-up campaign activity (e.g. re-filming, interviews) for a period of up to 12 months;
- I understand that my personal data (including my name and email address) will be securely stored on servers hosted by Mutti S.p.A and accessed by Mutti Australia and Wired for campaign management;
- I acknowledge that I may withdraw my consent at any time by contacting the data controller or processor as outlined in the Privacy Policy.

### **3. Duration & Media Usage**

Your submission may be used for up to 12 months from the date of participation across online, digital, print, cinema, and outdoor channels in Australia and Europe.

### **4. Ownership & Rights**

While you retain ownership of your original confession, you assign a non-exclusive, worldwide, royalty-free licence to Mutti S.p.A. for the above-mentioned uses.

### **5. Event Filming & Talent Consent**

If you participate in a filmed activation, you will sign a digital Talent Release Form confirming your consent to be filmed and recorded, and approval for use of your name, likeness, voice, and image across the above media types.

### **6. Limitation of Liability**

Participation is voluntary. Mutti S.p.A. and Wired Co are not liable for any direct or indirect damages resulting from your participation.

### **7. Governing Law**

These terms are governed by the laws of Australia and, where applicable, the General Data Protection Regulation (EU GDPR).

### **Additional Legal Notes**

- Personal data will be retained for no longer than 12 months after the end of the campaign period, unless required longer by law.
- Content may be edited or dramatised to suit various creative formats and mediums in line with the original purpose of collection.
- The legal basis for this processing is consent, consistent with the GDPR and Australian Privacy Principles.

- All data is stored within the European Union.

### **Consent Withdrawal**

If you wish to withdraw your consent at any time, please contact us via email at [info@muttiparma.com.au](mailto:info@muttiparma.com.au). Your request will be processed within 14 days.

### **Legal Basis for Processing and Cross-Border Data Transfer**

The legal basis for processing your personal data is your explicit consent, as defined under Article 6(1)(a) of the General Data Protection Regulation (GDPR) and the Australian Privacy Principles (APP 3). You have the right to withdraw this consent at any time.

As data collected in this campaign may be accessed in Australia and stored on infrastructure located in Europe, Mutti S.p.A. ensures that cross-border transfers of personal data comply with GDPR Articles 44–49. This includes ensuring that data is stored on secure servers within jurisdictions that provide an adequate level of data protection recognised by the European Commission or subject to appropriate safeguards such as Standard Contractual Clauses (SCCs).

By participating, you grant Mutti S.p.A. and its appointed partners the right to record, reproduce, edit, and use your confession across Mutti's marketing channels, including social media, website content, and out-of-home advertising (OOH).

**\*\*Filmed Confessions:\*\*** If you participate in the in-person activation event, your video confession may feature your first name, voice, and appearance. Your recording may be edited or dramatised for use across Mutti's marketing platforms, including social, digital, and OOH media. You may be invited back to rerecord your confession in a studio session, at a later date.

**\*\*Written Confessions:\*\*** If you submit a confession via our website, your first name and confession text may be published across organic social media and

related campaign assets. These may be lightly edited or stylised for clarity and tone.

Your personal data, including your name and email address, will only be used for the purposes outlined in this campaign – including content publication and potential recontact relating to the Mutti Confessions campaign. Your data will not be used for unrelated promotional communications such as email newsletters or marketing offers without further explicit consent.

For more information about how your personal data is handled, please refer to our [Privacy Policy](#) or contact [info@muttiparma.com.au](mailto:info@muttiparma.com.au)