

Privacy Statement - SAPPHIRE NOW and ASUG Annual Conference Mobile App

1.) General Information

Data controller in case of SAPPHIRE NOW and ASUG Annual Conference Mobile App (“Event App”) are

SAP America, Inc., 3999 West Chester Pike, Newtown Square, PA 19073, USA (“SAP”), with its data protection officer Mathias Cellarius (privacy@sap.com)

And

Americas' SAP Users' Group, 20 N. Upper Wacker Dr, Suite 1810, Chicago, IL 60606, USA (“ASUG”), with its data protection officer Ryan Cochran (ryan.cochran@asug.com).

Where a registration form is presented in this Event App, the data controller may vary depending on the actual offering or the purpose of the data collection but it is in any case displayed on the individual registration form’s privacy statement.

2.) Use of personal data to provide the general features of the Event App

In order for SAP and ASUG to provide you with the Event App, basic personal data is imported from your SAPPHIRE NOW and ASUG Annual Conference registration profile, which you provided when registering for the event. This includes your name, email address, region, conference attendance type, job role and company name (your “Personal Data”). SAP and ASUG require your Personal Data to give you access to the general features of the Event App. Any provision of this information is entirely voluntarily for you. However, without this information it will unfortunately not be possible for SAP and ASUG to make the Event App available to you. SAP and ASUG will only store your Personal Data for as long as it is required to allow you to use the Event App and its features plus, where applicable, any additional periods under applicable laws during which SAP and ASUG have to retain your Personal Data.

While providing these services in connection with the Event App to you, SAP may forward your Personal Data to its affiliates and third-party service providers located within and outside of the European Economic Area (“EEA”). In the latter case and if the country to which your Personal Data is transferred does not feature a level of data protection that is equivalent to the level of data protection within the EEA, SAP ensures that your Personal Data is processed by such servicers in accordance with EEA data protection standards by having in place with them appropriate data protection agreements including the Standard Contractual Clauses (according to Commission Decision 87/2010/EC or relevant successor terms). You may obtain a redacted copy (in order to remove commercial and not relevant information) of such Standard Contractual Clauses by sending a request to privacy@sap.com.

You can request from SAP and ASUG at any time information about which Personal Data SAP and ASUG process about you and the correction or deletion of such Personal Data. Please note, however, that SAP and ASUG can or will delete your Personal Data only if there is no statutory obligation or prevailing right of SAP and ASUG to retain it. Kindly note further that if you request that SAP and ASUG delete your Personal Data, you will not be able to continue to use the Event App.

If you take the view that SAP and ASUG are not processing your Personal Data in accordance with the requirements set out herein or applicable EEA data protection laws, you can at any time lodge a complaint with the data protection authority of the EEA country where you live or with the data protection authority of the country or state where SAP and ASUG has its registered seat.

This Event App is not directed to users of an age of below 16 years. If you are younger than 16, you may not register with and use the Event App.

SAP and ASUG require your Personal Data in order to provide you with access to the Event App. SAP's and ASUG's use of this information is based on the permission set out in applicable data protection laws to process personal data for the purpose of performing contractual obligations with customers.

SAP and ASUG may transfer your Personal Data within SAP's and ASUG's group of undertakings to the extent necessary for internal administrative purposes.

SAP and ASUG may invite you to participate in questionnaires and surveys. These questionnaires and surveys will be generally designed in a way that they can be answered without any Personal Data. If you nonetheless enter Personal Data in a questionnaire or survey, SAP and ASUG may use such Personal Data to improve its products and services.

When making use of the Virtual Assistant feature of the Event App, questions submitted will be stored anonymized and without any Personal Data for 30 days with the purpose to enhance the Virtual Assistant feature and to improve the overall event experience.

3.) Consent-based features of the Event App

In the following cases SAP and ASUG will only use your Personal Data as further detailed below after you have granted your prior consent within the Event App. The Event App will ask you for your consent for the specific features listed below upon your initial first login. You may at any time withdraw a consent granted hereunder in the section "My Profile" > "Settings" of the Event App.

1. Show profile in Attendee List and Networking Feature: By providing your consent to join the attendee list, you agree that your name, job title, and company provided during registration will be made visible to other attendees using the Event App. You also agree

that your industry and department information provided during registration along with the profile tags you may have chosen in the Event App, can be used to match you with other event attendees and to recommend your profile to others for networking purposes. To remove your data from the attendee list and to disengage from this feature, you may withdraw your consent anytime within your profile settings in the Event App.

2. **Receive in-app messages from other attendees:** By providing your consent to use the direct messaging feature, you agree that other event attendees can send you messages through the Event App, and you will be able to send messages to others. Messages will not include any personal contact information. The Terms of Use Agreement for SAP Community Network, available at <http://www.sdn.sap.com/irj/scn/policy>, applies to the use of this feature.

3. **Receive location-based messages:** By providing your consent to receive location-based services, you agree that the Event App may use the Bluetooth technology features of your mobile device to send you location-based messages via iBeacon technology. No personal data will be collected. Your location data will remain anonymous and will not be linked to any personal information. SAP and ASUG will store and analyze anonymous location data to improve future events. You may withdraw your consent anytime within your profile settings in the Event App.

4. **Import of LinkedIn Profile:** By logging in to your LinkedIn account through the Event App, you agree to import your LinkedIn profile photo and your basic LinkedIn profile information, as identified in the LinkedIn login screen, and to share this information and the sessions you are attending with your LinkedIn connections with the Event App. Your personal information collected from LinkedIn will be used only to provide you with this feature.

SAP and ASUG may anonymize Personal Data provided under this Privacy Statement to create anonymized data sets, which will then be used to improve its and its affiliates' products and services.

Kindly note that any such use of your Personal Data for the purposes set out above is based on SAP's and ASUG's legitimate interest to properly conduct its business and thereby fulfill its business purposes, in particular to foster the sale and turnover of its undertakings, to conduct its business in a specialized, synergetic, and thereby sophisticated economical manner and to prevent damage from its financial position, the result of its operation and cash flow due to criminal activities. You can at any time object against SAP's use of your Personal Data for this purpose by sending an email to [privacy@sap.com]. In this case, SAP and ASUG will carefully review any such objection and cease further use of the relevant information, unless SAP and ASUG can claim compelling legitimate grounds for the use of the information, which override your interest in objecting or if SAP and ASUG require the information for the establishment, exercise or defense of legal claims.