

## **SAPPHIRE NOW and ASUG Annual Conference Privacy Policy**

**1. Conference set up. Use of your data.** Americas' SAP Users' Group (“ASUG”) and SAP Global Marketing Inc. (“SAP”) jointly organize the two events *SAPPHIRE NOW* and *ASUG Annual Conference* (together “**Conference**”) as one experience for the attendees in the same city, same week and same facility, to create synergies for the participants and increase networking opportunities. Unless you expressly agree otherwise (in particular as described in section 3. below), SAP and ASUG will use any personal data you provide during the registration process, during the conference or otherwise in connection with the Conference solely for the purposes of conducting the Conference, including communication during the Conference, Conference follow up and user satisfaction surveys.

**2. No unauthorized data sharing with third parties. Conference badges.** SAP and ASUG will not provide your information for marketing purposes to any unrelated third parties without your authorization. In this context please note that the contact information submitted in your registration (name, title, company, address, phone, fax, and e-mail) will be available via a QR code.

Most exhibitors at the Conference will have badge-scanning devices as part of their displays and promotional activities. In addition, many smart phones are equipped with code scanners.

It is at your discretion to agree to provide your badge to any exhibitor for scanning, which will allow the exhibitor or other attendee to collect your information and use it for future marketing purposes. SAP and ASUG have no control, responsibility, or liability associated with any exhibitor's collection or use of your information.

If you do not want such collection and use, do not provide or allow your badge to be scanned.

**3. Bluetooth® Beacons and Attendee Tracking.** All badges will be equipped with small Bluetooth® transmitters (“beacons”). The beacon stores a unique id, which can be used by SAP to track your visit at the event.

The tracking information will be used to improve your SAPPHIRE experience by providing you with a summary of your event journey, with machine learning-based agenda recommendations, and allowing you to interact with showcases, e.g. by proximity and your preferred communication language.

Beacon technology will also be used to automate and replace former manual scanning processes like session entrance scans to reduce waiting times and interruptions, and to record your enquiries at SAP and ASUG owned booths. For the latter, SAP will make use of your

Bluetooth® signal to retrieve your contact data provided at registration without the need of additionally scanning your QR-code.

Tracking information will be used anonymized to measure and improve the overall event setup as well as to comply with safety regulations like maximum room capacities in real-time. SAP will only track within public areas of the event and within the event hours.

If you do not want to get tracked you're entitled to remove and dispose the beacon from your badge at any time at the event.

**4. Marketing Consent. To be contacted about SAP or ASUG's related products or services and further use of your data for marketing purposes beyond SAPPHIRE NOW and ASUG Annual Conference.** If you opt in to be contacted by ASUG or SAP including its affiliated companies in the SAP Group (in line with your consent) about their product or services and other marketing events or activities, the SAP Group and ASUG may use your data provided in connection with your registration, in particular your name, email and postal address, telephone number, job title and basic information about your employer (name, address and industry), as well as (to the extent available) an interaction profile based on your prior interactions with SAP or ASUG including your participation at prior events, use of (web) services (further details on this topic can be found in the Trust Arc Consent Manager on the relevant SAP website) etc. in order to keep you up to date on the latest SAP product announcements including software products and services, system enhancements, special offers, and other information regarding the SAP Group and ASUG's organizations (including marketing-related newsletters) as well as other marketing events and activities.

ASUG or the SAP Group may contact you by email, phone or by using any other communication address you have provided. The SAP Group includes various SAP named affiliated companies around the world as well as various SAP affiliates with more distinctive non-SAP brand names including Ariba, Concur, Hybris, SuccessFactors, and Sybase, a list of all SAP affiliates that are included in the current integrated report under notes, which can be found under

<https://www.sap.com/dam/site/corporate/legal/sap-legal-entities.pdf>. All the SAP Group companies may use the data for the same marketing purposes related to SAP Group product and services and under the same conditions as SAP Global Marketing Inc. In connection with the marketing-related activities, ASUG and the SAP Group may provide a hashed user ID to third party operated social networks or other web offerings (e.g. Twitter, LinkedIn, Facebook, Instagram or Google) where this information is then matched against the social networks' data or web offerings' own bases in order to display to you more relevant information. You may

withdraw your consent at any time by providing your email at <http://www.sap.com/profile/unsubscribe.html>.

**4. Further information. Contact.** For further information on SAP's general handling of personal data, e.g. when you visit SAP websites, please visit [SAP's general privacy policy](#). For further information on ASUG's general handling of personal data, e.g. when you visit ASUG's websites, please visit [ASUG's general privacy policy](#). For any questions regarding data protection and SAP and ASUG, please contact [webmaster@sap.com](mailto:webmaster@sap.com) or [memberservices@asug.com](mailto:memberservices@asug.com) respectively.