SAPPHIRE NOW and ASUG Annual Conference
Data Privacy

SAPPHIRE NOW and ASUG Annual Conference attendee badges are enabled with advanced beacon technology to provide a seamless event experience. Bluetooth® technology and data analytics will be utilized throughout the show floor.

The lead scanning process for exhibitors will continue to be the same as in previous years: Once the attendee presents you with their badge, you will scan the QR code. In turn, you will be in possession of the attendee's contact information. SAP has engaged TurnoutNow as the lead capture vendor.

Please review the SAPPHIRE NOW and ASUG Annual Conference privacy policy which all attendees must agree to when completing their registration. SAP will provide you with the following data for your scanned attendees through your TurnoutNow portal:

- Timestamp of the badge scan – this serves as proof of the consensual sharing of the data in accordance with the event privacy policy
- Attendee name, title, company name, phone, e-mail, and postal mailing address

SAP and ASUG are not liable for the use of the data you collect via badge scanning and will not issue specific restrictions on how the data is used. It is at your discretion as to how you will use the data collected via badge scanning.

We ask exhibitors to please be reminded of the following confidentiality clause in the SAPPHIRE NOW and ASUG Annual Conference Exhibitor Program Rules and Regulations:

> *All Conference attendees' personal information shall also be protected and no attendee lists will be released. In no event, shall exhibitor collect, use, sell, transfer or otherwise release the names of Conference attendees or any of their information or data received directly or indirectly during the event to any third party, unless expressly approved by such attendee.*

If you have any questions about the above, please reach out to your exhibit manager.