

## **Privacy Statement – SAP Customer Experience LIVE Mobile App**

### **1.) General Information**

Data controller in case of SAP Customer Experience LIVE Mobile App(“Event App”) is

SAP America, Inc., 3999 West Chester Pike, Newtown Square, PA 19073, USA (“SAP”), with its data protection officer Mathias Cellarius (privacy@sap.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 to provide you with the Event App, basic personal data is imported from your SAP Customer Experience LIVE 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 requires 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 to make the Event App available to you. SAP 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 has to retain your Personal Data.

SAP may transfer your Personal Data within SAP’s group of undertakings to the extent necessary for internal administrative purposes. In particular, 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](mailto:privacy@sap.com).

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

If SAP uses your Personal Data based on your consent or to perform a contract with you, you may further request from SAP a copy of the Personal Data that you have provided to SAP. In this case, please contact the email address below and specify the information or processing activities to which your request relates, the format in which you would like this information, and whether the Personal Data is to be sent to you or another recipient. SAP will carefully consider your request and discuss with you how it can best fulfill it.

Furthermore, you can request from SAP that SAP restricts your Personal Data from any further processing in any of the following events: (i) you state that the Personal Data SAP has about you is incorrect, (but only for as long as SAP requires to check the accuracy of the relevant Personal Data), (ii) there is no legal basis for SAP processing your Personal Data and you demand that SAP restricts your Personal Data from further processing, [or] (iii) SAP no longer requires your Personal Data but you claim that you require SAP to retain such data in order to claim or exercise legal rights or to defend against third party claims.

Please direct any such request to [eventappsupport@sap.com](mailto:eventappsupport@sap.com).

If you take the view that SAP is 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 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 requires your Personal Data in order to provide you with access to the Event App. SAP'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 (Article 6 para. 1(b) GDPR ).

The following use of your Personal Data or other personal data (i.e. any further information that can be used to identify you as further described below) is based on SAP's legitimate interest (Article 6 para. 1(f) GDPR):

SAP 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. Furthermore, SAP may invite you to participate in questionnaires and surveys by using your Personal Data. 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 may use such personal to improve its products and services.

You can object against SAP's use of your personal data for the above purpose at any time by contacting [eventappsupport@sap.com](mailto:eventappsupport@sap.com). In this case SAP will cease to use your personal data for these purpose and delete them unless SAP has a prevailing interest to further your Personal Data or any other personal data.

### **3.) Consent-based features of the Event App**

In the following cases SAP 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 may be used 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.