

## PRIVACY STATEMENT

Data controller in case of virtual events hosted by our webinar provider, Transformacao Digital, can be viewed here. SAP's data protection officer is Mathias Cellarius and can be contacted at ([privacy@sap.com](mailto:privacy@sap.com)). SAP will use your name, e-mail address and telephone number (your "Personal Data") only for as long as it is required (plus, where applicable, statutory data retention periods) to provide you with access to this virtual event / webinar.

Any provision of Personal Data is entirely voluntary for you. However, without this information it will not be possible for SAP to provide you with access to this virtual event / webinar.

Duration of processing of Personal Data. Where SAP is processing and using your Personal Data as permitted by law (see B. below) or under your consent (see C. below), SAP will store your Personal Data (i) only for as long as is required to fulfil the purposes set out below or (ii) until you object to SAP's use of your Personal Data (where SAP has a legitimate interest in using your Personal Data), or (iii) until you withdraw your consent (where you consented to SAP using your Personal Data). However, where SAP is required by mandatory law to retain your Personal Data longer or where your Personal Data is required for SAP to assert or defend against legal claims, SAP will retain your Personal Data until the end of the relevant retention period or until the claims in question have been settled.

### A. GENERAL INFORMATION

You can request from SAP at any time information about which Personal Data SAP has about you and the correction or deletion of such Personal Data (whereby SAP can only delete your Personal Data if there is no statutory contradicting obligation to retain it). Kindly note that if SAP deletes your Personal Data, you will no longer be able to access the virtual event / webinar.

In this case, please contact the e-mail 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. In case you object to the processing of your Personal Data by SAP (based on SAP's legitimate interest as further set out in section B. below) for as long as it is required to review as to whether SAP has a prevailing interest or legal obligation in processing your Personal Data.

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, however, 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 blocks your Personal Data from further processing or (iii) SAP no longer requires your Personal Data but you claim that you require such data in order to claim or exercise legal rights or to defend against third-party claims, (iv) in case you object to the processing of your Personal Data by SAP (based on SAP's legitimate interest as further set out in Section B. below) for as long as it is required to review as to whether SAP has a prevailing interest or legal obligation in processing your Personal Data. Please direct any such requests to [serviceshelpdesk@sap.com](mailto:serviceshelpdesk@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 state of Baden-Württemberg, Germany.

This virtual event / webinar is not intended for anyone under the age of 16 years. If you are younger than 16, you may not register with or access this virtual event / webinar offering.

## B. WHERE SAP USES MY PERSONAL DATA BASED ON THE LAW

In the following cases, SAP is permitted to process your Personal Data under the applicable data protection law.

**Providing the requested services.** If you register for a webinar, SAP will use the Personal Data you enter into the registration form (Name, Phone, E-mail, Company, Job Title, Industry) to provide you with access to the respective virtual event / webinar. In training-oriented webinars provided by SAP, SAP may also track your learning progress in order to make this information available to you.

**Information on Cookies.** By continuing to use this registration Site, you are agreeing to the placement of a cookie on your computer by Transformacao Digital. The purpose of this cookie is to provide you with access to the event you registered for. If you do not wish to accept cookies in connection with your use of this Site, you must stop using this Site, disable cookies via your browser settings (see below), or disable cookies individually.

Please note that disabling cookies will affect the functionality of this Site and will prevent you from being able to access the virtual event / webinar. For further information about deleting or blocking cookies, please visit: <http://www.aboutcookies.org/Default.aspx?page=2>.

**Ensuring compliance.** SAP and its products, technologies, and services are subject to the export laws of various countries including, without limitation, those of the European Union and its member states, and of the United States of America. You acknowledge that, pursuant to the applicable export laws, trade sanctions, and embargoes issued by these countries, SAP is required to take measures to prevent entities, organizations, and parties listed on government issued sanctioned party lists from accessing certain products, technologies, and services through SAPs websites or other delivery channels controlled by SAP. This may include (i) automated checks of any user registration data as set out herein and other information a user provides about his or her identity against applicable sanctioned-party lists; (ii) regular repetition of such checks whenever a sanctioned party list is updated or when a user updates his or her information; (iii) blocking of access to SAP's services and systems in case of a potential match; and (iv) contacting a user to confirm his or her identity in case of a potential match.

Furthermore, you acknowledge that any information required to track your choices regarding the processing or use of your Personal Data or receipt of marketing materials (that is to say, depending on the country in which the relevant SAP Group company operates, whether you have expressly consented to or opted out of receiving marketing materials) may be stored and exchanged between members of the SAP Group as required to ensure compliance.

**Legitimate interest.** Each of the use cases below constitutes a legitimate interest of SAP to process or use your Personal Data. If you do not agree with this approach, you may object against SAP's processing or use of your Personal Data as set out below.

Questionnaires and surveys. SAP 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 may use such Personal Data to improve its products and services.

In order to keep you up-to-date / request feedback. Within an existing business relationship between you and SAP, SAP may inform you, where permitted in accordance with local laws, about its products or services (including webinars or virtual events) which are similar or relate to the webinar / virtual event you have previously attended. Additionally, SAP may contact you for feedback regarding the improvement of the webinar / virtual event.

During a virtual event / webinar, your Personal Data will allow SAP to track your choices in case of polls, capture your feedback via live chat and determine how long you attended the virtual event / webinar. The captured information will be used by SAP to improve future virtual events / webinars.

You may object to SAP using Personal Data for the above purposes at any time by accessing SAP's [unsubscribe webpage](#). If you do so, SAP will cease using your Personal Data for the above purposes (that is to say, under a legitimate interest set out above) and remove it from its systems unless SAP is permitted to use such Personal Data for another purpose set out in this Privacy Statement or SAP determines and demonstrates a compelling legitimate interest to continue processing your Personal Data.

### C. WHERE SAP PROCESSES MY PERSONAL DATA BASED ON MY CONSENT

In the following cases SAP will only use your Personal Data as further detailed below after you have granted your prior consent into the relevant processing operations. News about SAP's Products and Services. Subject to a respective provision and your consent, SAP may use your name, e-mail and postal address, telephone number, job title and basic information about your employer (name, address, and industry) as well as an interaction profile based on prior interactions with SAP (prior purchases, participation in webinars, seminars, or events or the use of (web) services) in order to keep you up to date on the latest product announcements, software updates, software upgrades, special offers, and other information about SAP's software and services (including marketing-related newsletters) as well as events of SAP and in order to display relevant content on SAP's websites. In connection with these marketing-related activities, SAP may provide a hashed user ID to third party operated social networks or other web offerings (such as Twitter, LinkedIn, Facebook, Instagram or Google) where this information is then matched against the social networks' data or the web offerings' own databases in order to display to you more relevant information.

Forwarding your Personal Data to other SAP companies. SAP may transfer your Personal Data to other entities in the SAP Group. The current list of SAP Group entities can be found [here](#). In this case, these entities will then use the Personal Data to conduct marketing activities under the same conditions as outlined in this Section C. above.

Forwarding your Personal Data to other third Parties. At your request, as indicated by your consent, SAP will transfer your registration data to the companies listed on the registration page. The companies will use your registration data for the purposes of their participation in the event and are obliged to delete the data thereafter.

If a company intends to use your data for any other purposes, they will contact you to explain how and for which other purposes they will use your registration data.

Revocation of a consent granted hereunder. You may at any time withdraw a consent granted hereunder. In case of withdrawal, SAP will not process Personal Data subject to this consent any longer unless legally required to do so. In case SAP is required to retain your Personal Data for legal reasons your Personal Data will be restricted from further processing and only retained for the term required by law. However, any withdrawal has no effect on past processing of personal data by SAP up to the point in time of your withdrawal. Please direct any such request for withdrawal to [serviceshelpdesk@sap.com](mailto:serviceshelpdesk@sap.com).