

*This Event Privacy Statement was updated on 07/13/2020*

## **Privacy Statement for SAP Ariba Events**

Protecting the individual's privacy on the Internet is crucial to the future of business. We have created this Privacy Statement to demonstrate our firm commitment to the individual's right to data protection and privacy. This Privacy Statement outlines how we handle information that can be used to directly or indirectly identify an individual ("Personal Data") when registering for SAP Ariba events (live and virtual) using the my.ariba.com or ariba.com websites.

**Note:** This statement is based on the general Privacy Statement for SAP Ariba available at <https://www.ariba.com/legal/privacy> and is an addition thereof specifically for SAP Ariba events.

### **A. General Information**

**When does this Privacy Statement apply?** This Privacy Statement applies to Personal Data that you provide to SAP Ariba or which is derived from the Personal Data as outlined below. SAP Ariba organizes the live or virtual event you register for (the "Conference"). This Privacy Statement covers the data you provided in connection with the Conference.

**Data Controller.** The data controller is Ariba Inc., 3420 Hillview Ave, Palo Alto, CA 94304, USA ("SAP Ariba") and its data protection officer can be reached at [privacy@sap.com](mailto:privacy@sap.com).

**What Personal Data does SAP Ariba collect?** If you register for the Conference, SAP Ariba collects Personal Data that you enter into the order or registration form, usually (a subset of) your name, (email) address, telephone number, company name and address, your job title and role.

**Why SAP Ariba needs your Personal Data?** SAP Ariba will process the Personal Data provided hereunder only as set out in this Privacy Statement. Unless you expressly agree otherwise (described in section C below) or if required by law, SAP Ariba will use any personal data you provide during the registration process, during the conference, or otherwise connected with the Conference solely for the purposes set out in section B below.

SAP Ariba requires your Personal Data to enable you to register for the Conference to view protected user assistance and other knowledge content of SAP Ariba, to tailor your web experience for example by remembering your display settings, and to use the commenting feature in certain user assistance (when available).

Any provision of this information is entirely voluntary. If you do not wish to provide your Personal Data, you are still welcome to access, without logging on and therefore as an anonymous user, public content on this website. However, without your Personal Data, SAP Ariba will unfortunately not allow you to register for and log on to the website to view protected content or receive any other services from SAP Ariba as described above.

Kindly note that you can participate in a Conference even without providing a consent into SAP Ariba's marketing operations.

**How long will SAP Ariba store my Personal Data?** SAP Ariba will use your Personal Data for as long as it is required to provide you with access to the Conference and its related services as described in section C below. SAP Ariba will also retain your Personal Data for additional periods if applicable laws require it. For registered users SAP Ariba stores data for three years.

**On what basis does SAP Ariba use my Personal data?** SAP Ariba uses your Personal Data based on the law for providing requested goods or services, in this case registering for the Conference, its content and services.

When you request services from SAP Ariba, SAP Ariba will use the Personal Data that you enter into the order or registration form. This may include responding to your related inquiries and providing you with relevant information about this website and to process or provide customer feedback and support. In this Privacy Statement, "goods and services" includes (access to) SAP Ariba's web services, offerings, contests, sweepstakes, other content, non-marketing related newsletters, whitepapers, tutorials, trainings and events.

**Revocation of a consent granted.** You may withdraw your consent for SAP Ariba to process your personal data as stated herein at any time. In case SAP Ariba 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. SAP Ariba will keep your personal data as long as it is needed for event related services like name tags, event related communications, etc. You may withdraw your consent for SAP Ariba to process your personal data as stated herein at any time. However, any withdrawal has no effect on past processing by SAP Ariba up to the point in time of your withdrawal.

Please direct any such request to <https://support.ariba.com/privacy-request> and click "Get help by email" to submit your request.

## **B. Where SAP Ariba uses my Personal Data obtained in connection with the Conference**

**Registration data.** For registration purposes you must provide basic registration and conference information (the "Registration Data").

Mandatory information (subject to change based on the event):

- contact information (name, address, company, email and telephone number)
- job title and function
- relation to SAP Ariba (i.e. partner, customer, etc.),
- industry sector, registration time/date
- payment details for the payment of the registration fee (if a fee is required for the conference).

Optional information you may provide:

- social media accounts
- emergency contact information
- visa requirements
- event participation related information (such as speaker engagement, sponsorship or sessions and workshops you register for)
- information on hotel booking (including making use of preferred rates at partnering hotels)
- transportation and logistical requirements
- particular interests and other information with respect to the Conference

SAP Ariba will use your Registration Data:

- to manage and track your registration
- to conduct the Conference including communication with you before and during the Conference
- for Conference follow up including an offer to participate in an attendee satisfaction survey

- for fulfillment of any requests to SAP Ariba relating to the Conference.

SAP Ariba may include your Registration Data, your choices with respect to marketing communication (see section C below), and further information you provide to SAP Ariba relating to the Conference in its customer relationship management system (“SAP CRM”) and combine it with existing SAP CRM data relating to you, including your participation at prior events.

SAP Ariba may further use Registration Data and other data provided by you to create anonymous, aggregate information, to improve products, services and future events; no personal data will be used for this purpose.

**Survey data** If you participate in a survey, SAP Ariba will use this information only in an anonymous manner unless you have expressly consented to a non-anonymous use.

**Sensitive data.** If you provide special categories of data such as data relating to your health, this data will only be used for the purposes you provide the data for. You may for example chose to provide information on your diet requirements or any disabilities you have, to enable us to reflect the information relating to your attendance at the conference (provision of respective meals, enabling you access to the conference etc.). These data will be treated as Special Categories of Personal Data and not be used for any purposes other than those you provided them for.

**Photograph before or during the event.** You may be asked to provide SAP Ariba with your current photograph via e-mail or SAP Ariba could ask to take a picture of you when you arrive at the event. By sending SAP Ariba your photograph or allowing a photo of you to be taken, you acknowledge that SAP Ariba will use your picture for the purposes described in this Privacy Statement.

**Event profiling.** If you register for an event, seminar, or webinar of SAP Ariba, SAP Ariba may share basic registration information (your name, company, and email address) with other participants of the same event, seminar, or webinar for the purpose of communication and the exchange of ideas.

**Virtual Events.** If you register for a webinar, SAP Ariba will use the Personal Data you enter into the registration form (Including but not limited to 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 Ariba, SAP Ariba may also track your learning progress in order to make this information available to you. During a virtual event / webinar, your Personal Data will allow SAP Ariba 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 Ariba to improve future virtual events / webinars.

**Sharing data with third parties.** SAP Ariba may use third parties for the provision of services relating to the Conference and the fulfillment of obligations towards you. Such third parties may process your Registration Data on behalf of SAP Ariba; they include payment and data/website hosting providers. Any use of service providers outside the European Economic Area will be subject to ensuring an adequate level of data protection by means of the EU Standard Contractual Clauses (SCC).

We may forward your contact details to the hotel booking provider for live events if you chose to use its services and benefit from our preferred Conference rates in certain selected hotels. SAP Ariba is not responsible for this service, and you will have a direct relation with the hotel booking provider if you chose to use its services.

With your consent, SAP Ariba may share Personal Data collected through the registration process with partners that are co-sponsors or co-presenters at the Conference (“Co-Sponsors”). SAP Ariba will identify any such Co-Sponsor and provide a link to their privacy policy or their website where you can find their privacy policy. Any CoSponsor is an independent controller with regard to Personal Data, and SAP Ariba is not responsible for their use of your Personal Data. A Co-Sponsor’s use of your Personal Data is subject to their privacy policy, and you are responsible for reviewing such policy before providing your consent.

**Conference badges.** The contact information submitted in your Registration Data (name, title, company, address, phone, and e-mail) will be available via a QR code, barcode, RFID chip or similar technology. Most exhibitors at the Conference 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 person for scanning, which will allow the person to collect your information and use it for future (marketing and other) purposes. SAP Ariba has no control, responsibility, or liability associated with any exhibitor’s or other third party’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.

**Tracking during an event.** SAP Ariba requires your Personal Data [including any occasion where you allowed that your event badge was scanned] to evaluate behavioral aspects by means of tracking during the Conference. SAP Ariba might process tracking data in the context of SAP events for purposes of tracking attendance, determine the attendees’ interests in certain topics and identify drivers for the attendees’ satisfaction and dissatisfaction to optimize planning and investments for future events. Any such use of information is based on the consent you grant.

### **C. Where SAP Ariba uses my Personal Data based on my Consent**

#### **SAP affiliates**

If you have agreed that SAP Ariba may share your information within the “SAP Group”, SAP Ariba may share your personal data with its affiliated companies in the SAP Group and all 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 Ariba. The SAP Group includes various SAP affiliated companies around the world as well as various SAP affiliates with more distinctive non-SAP brand names. Information about SAP affiliates can be found [here](#).

As part of a global group of companies operating internationally, SAP has affiliates (the “[SAP Group](#)”) and third-party service providers outside of the European Economic Area (the “EEA”) and will transfer your Personal Data to countries outside of the EEA. If these transfers are to a country for which the EU Commission has not issued an adequacy decision, SAP uses the EU standard contractual clauses to contractually require that your Personal Data receives a level of data protection consistent with the EEA. You can obtain a copy (redacted to remove commercial or irrelevant) of such standard contractual clauses by sending a request to [privacy@sap.com](mailto:privacy@sap.com). You can also obtain more information from the European Commission on the international dimension of data protection here: [European Commission](#).

**Marketing consent to be contacted about events, products or services.** Based on your consent, the SAP Group may use your Registration Data, as well as an interaction profile including your participation at prior events and your prior interactions with SAP Ariba to keep you up to date on the latest SAP Ariba product announcements including software products and services, system enhancements, special offers, and other information regarding the SAP Group’s organizations (including marketing-related newsletters) as well as other marketing events and activities. The SAP Group may contact you by email, phone or by using any other communication address you have provided.

**D. Further information and contact.** For further information on SAP Ariba's general handling of personal data please go to <https://www.ariba.com/legal/privacy>. For any questions regarding data protection and SAP Ariba, please post a request at <https://support.ariba.com/privacy-request>.