

## Fairs and Events Privacy Notice

Last Update: February 2023

This Privacy Notice explains how Siemens collects, uses, discloses, transmits, and stores ("processes") your personal data in relation to trade fairs and events (collectively referred to as "Events"). "Siemens" means the Siemens company that conducts an Event or participates as a guest in an Event of a third party, e.g. with a physical or virtual exhibition stand, or in the case of online Events ("Online Events"), the Siemens company specified on the relevant websites.

### 1. Processing your Personal Data for Online Events: *[Fold]*

For Online Events, Siemens may process the following categories of personal data:

- Your contact information, including name, company name, e-mail address, telephone number
- Personal data collected from publicly available resources (including business and employment oriented social networks and websites)
- Where applicable: Payment data, such as data necessary for processing payments and fraud prevention, including credit/debit card numbers, security code numbers and other related billing information
- The sessions that you've added to your schedule
- Your interests in products and services of Siemens and its affiliated entities
- Information that is automatically collected when visiting the Online Event, including your device and user identifier, information on your operating system, sites and services accessed during your visit, the date and time of each visitor request. This information may also be collected via cookies.
- Cookies: We may use cookies, i.e., small files containing certain information that are stored on your device. If used by us without your consent, these cookies are strictly necessary to provide certain functionalities of an Online Event to you or to provide you with a service that you requested as part of the Online Event. Other cookies (e.g., cookies for marketing purposes) will only be used if you have given your consent.

We process your personal data for the following purposes:

- To communicate with you regarding the specific Event for which you registered
- To verify your identity, enable user authentication and grant you access to the Event
- To enable you to use the services and features of the Online Event, which includes creating and administering your online account, updating, securing, and troubleshooting, providing support, as well as improving and developing our Online Events

- To contact you with information and offers concerning our products and services, to send you further marketing information or to contact you in the context of customer satisfaction surveys as explained in Section 5
- As part of updates, security and troubleshooting measures, to provide customer support, and to improve and develop our Online Event
- Where applicable: to bill your use of the Online Event
- To create a participant list (that includes your name and company), which may be shared with sponsors and partners of the event
- To assess the activity of participants at our online event to plan better future events and participant experiences
- To prevent fraud or other illegal activities, including attacks on our information technology systems
- To enforce our terms of use and to establish or preserve a legal claim or defense

## **2. Processing and Purposes of Processing Your Personal Data in connection with In-Person Events: *[Fold]***

If Siemens conducts an Event or participates as a guest in an Event of a third party, the following categories of personal data may be processed:

- Your contact information, including name, company name, e-mail address, telephone number
- Personal data collected from publicly available resources (including business and employment oriented social networks and websites)
- Where applicable: Payment data, such as data necessary for processing payments and fraud prevention, including credit/debit card numbers, security code numbers and other related billing information
- Further personal data that you provide when registering for the Event (e.g., your preferences concerning food and accommodation in case of face-to-face Events).
- The sessions and points of interest (speakers, vendors etc.) that you've added to your schedule
- Your interests in products and services of Siemens and its affiliated entities

We process your personal data for the following purposes:

- To communicate with you regarding the specific event for which you registered
- To verify your identity and to grant you access to the Event
- Where applicable: to bill your use of the Event
- To enforce our terms of use and to establish or preserve a legal claim or defense

- To personalize your experience onsite and provide you with relevant content and information
- To create a delegate list (that includes your name and company), which may be shared with Exhibitors or Sponsors at the event
- To assess the activity of attendees at our event and to plan better future events and participant experiences
- To contact you with information and offers concerning our products and services, to send you further marketing information or to contact you in the context of customer satisfaction surveys as explained in Section 5

### **3. Additional Information for In-Person Events involving Electronic Badges [Fold]**

Certain live events ("In-Person Events") conducted by Siemens, may make use of badge-scanning technology. In this case, when you arrive at the Event, you will receive a printed badge with your information on it. Your badge serves as a virtual business card and is encoded with the demographic information (name and contact information) you provided during registration.

To gain access to the Event, you may need to have your badge scanned. All other badge scanning is optional. You control who scans your badge and don't have to let anyone else scan it if you don't want to.

However, if you choose to let an exhibitor/sponsor scan your badge, they will get a copy of your registration information (name and contact information), just as if you were giving them a business card. They may use this information to follow up with you after the event or for other purposes, but their use of your information is subject to their own privacy policies and your direct relationship with them.

#### **RFID Badge Beacon Technology**

If you grant permission, your badge can also be equipped with RFID (Radio Frequency Identification) and/or beacon technology that eliminates the need to verify your attendance, automates the attendance tracking process and enhances your visitor experience. This technology allows Siemens to collect data that can be used to improve future meetings and events.

The use of RFID technology on your badge is completely voluntary. Only if you consent to its use, will a small RFID tag be attached to your badge when you arrive to the Event.

With this technology enabled, as you walk through the entrance of a room, beacon technology will read the RFID badge and note your attendance, eliminating the need for re-registrations or additional check-ins at sessions making it easier for you to move between sessions. This allows us to easily track which sessions are popular and gain valuable insights to improve your overall experience and our future Events.

If you have consented to the use of your personal data for marketing purposes, we will also be able to use the information collected with Badge Beacon technology to help better understand

your needs and interests so that we may provide you with more relevant content and information about our products and services. **We do not share the information that we have collected from the use of badge beacon technology with other third parties or for any purposes other than those disclosed within this notice.**

#### **4. Siemens booth operated with cooperation partners *[Fold]***

Occasionally, we participate in Events hosted by a third party where we operate a Siemens booth together with a cooperation partner. We and/or the cooperation partner may collect your contact data using applications that Siemens operates:

- To communicate with you regarding the Event
- To contact you with information and offers concerning our products and services, to send you marketing information or to contact you in the context of customer satisfaction surveys as explained in Section 5

#### **5. Processing your Personal Data for customer satisfaction surveys and for direct marketing *[Fold]***

Where and as permitted under applicable law, we may process your contact information for direct marketing purposes (e.g. trade show invitations, newsletters with further information and offers concerning our products and services) and to carry out customer satisfaction surveys, in each case also by e-mail. You may object to the processing of your contact data for these purposes at any time by writing to [contact@siemens.com](mailto:contact@siemens.com) or by using the opt-out mechanism provided in the respective communication you received.

#### **6. Transfer and disclosure of personal data *[Fold]***

We may transfer parts of your personal data, on a need to know basis to:

- Cooperation partners (as described above)
- other affiliated companies or third parties involved in organizing our events, client support or sales activities - e.g. sales partners or suppliers - in connection with your use of the Events or our business relationship with you
- third parties which provide IT services to us and which process such data only for the purpose of such services (e.g., hosting or IT maintenance and support services)
- third parties in connection with complying with legal obligations or establishing, exercising or defending rights or claims (e.g., for court and arbitration proceedings,

to regulators, law enforcement and government authorities, to attorneys and consultants).

- payment processors that process payments for event registrations. These platforms act as controllers with regard to your data, collect most data directly from you, and such personal data processing is subject to the third-party's own privacy policy.
- sponsors and exhibitors to whom you voluntarily provide your conference badge to be scanned

The recipients of your personal data may be located outside of the country in which you reside. Personal data published by you on Events (such as chat rooms or forums) may be globally accessible to other registered users of the respective Online Event.

## **7. Retention periods *[Fold]***

Unless indicated otherwise at the time of the collection of your personal data (e.g. within a form completed by you), we will retain your personal data for as long as it reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements.

## **8. Your rights *[Fold]***

The data protection laws in the jurisdiction in which you reside may entitle you to specific rights in relation to your personal data.

In particular, and subject to the legal requirements, you may be entitled to:

- Obtain from us confirmation as to whether or not personal data concerning you are being processed, and where that is the case, access to the personal data;
- Obtain from us the correction of inaccurate personal data concerning you;
- Obtain from us the erasure of your personal data;
- Obtain from us restriction of processing regarding your personal data;
- Data portability concerning personal data, which you actively provided;
- Object, on grounds relating to your particular situation, to further processing of personal data concerning you; and
- Withdraw your consent to our processing of your personal data.

## **9. Security *[Fold]***

To protect your personal data against accidental or unlawful destruction, loss, use, or alteration and against unauthorized disclosure or access, we use adequate physical, technical and organizational security measures.

## **9. Data privacy contact [Fold]**

Our Data Privacy Organization provides support with any data privacy related questions, comments, concerns or complaints or in case you wish to exercise any of your data privacy related rights. The Data Privacy Organization may be contacted at: [dataprotection@siemens.com](mailto:dataprotection@siemens.com).

The Data Privacy Organization will use reasonable efforts to address and settle any requests or complaints you bring to its attention. Besides contacting the Data Privacy Organization, you may have the right to approach the competent data protection authority, if any, with your request or complaint.

## **10. Processing under the EU's General Data Protection Regulation [Fold]**

This section applies and provides you with further information if your personal data is processed by one of our companies located in the European Economic Area.

### **Data Controller**

The data controller for your personal data processed in the context of events, is the Siemens company that conducts an Event or participates as a guest in an Event of a third party, e.g. with a physical or virtual exhibition stand, or in the case of online Events ("Online Events"), the Siemens company specified on the relevant websites.

Insofar as we allow the cooperation partner to collect your contact data using applications that Siemens operates (see section 4), both Siemens and the cooperation partner will be joint controllers of your personal data, as defined in Article 26 of the EU General Data Protection Regulation. If you would like to receive a copy of the agreement outlining our joint responsibility, please send your request to [dataprotection@siemens.com](mailto:dataprotection@siemens.com).

### **Legal basis of the processing**

The General Data Protection Regulation requires us to provide you with information on the legal basis of the processing of your personal data.

The legal basis for our processing data about you is that such processing is necessary for the purposes of

- exercising our rights and performing our obligations under any contract we make with you (Article 6 (1) (b) General Data Protection Regulation) (“**Contract Performance**”);
- Compliance with our legal obligations (Article 6 (1) (c) General Data Protection Regulation) (“**Compliance with Legal Obligations**”); and/or
- Legitimate interests pursued by us (Article 6 (1) (f) General Data Protection Regulation) (“**Legitimate Interest**”). Generally, the legitimate interest pursued by us in relation to our use of your personal data is the efficient performance or management of (i) your use of the Events, and/or (ii) our business relationship with you. Where the below table states that we rely on our legitimate interests for a given purpose, we are of the opinion that its legitimate interests is not overridden by your interests and rights or freedoms, given (i) the regular reviews and related documentation of the processing activities described herein, (ii) the protection of your personal data by our data privacy processes, including our [Binding Corporate Rules on the Protection of Personal Data](#), (iii) the transparency we provide on the processing activity, and (iv) the rights you have in relation to the processing activity. If you wish to obtain further information on this balancing test approach, please contact our Data Privacy Organization at: [dataprotection@siemens.com](mailto:dataprotection@siemens.com).

In some cases, we may ask if you consent to the relevant use of your personal data. In such cases, the legal basis for us processing that data about you may (in addition or instead) be that you have consented (Article 6 (1) (a) General Data Protection Regulation) (“**Consent**”).

Purpose	Legal Basis
<b><i>Processing of personal data in the context of Events</i></b>	
To provide the Event’s services and functions which includes creating and administering your online account, updating, securing, and troubleshooting, providing support, as well as improving and developing our Events	<b>Contract Performance</b> (Article 6 (1) (b) General Data Protection Regulation) <b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
To bill your use of the Event	<b>Contract Performance</b> (Article 6 (1) (b) General Data Protection Regulation) <b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
To verify your identity	<b>Contract Performance</b> (Article 6 (1) (b) GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
To answer and fulfill your requests or instructions	<b>Contract Performance</b> (Article 6 (1) (b) GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
To process your order or to provide you with access to specific information or offers	<b>Contract Performance</b> (Article 6 (1) (b) GDPR)

Purpose	Legal Basis
	<b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
To send you marketing information (e.g. trade show invitations, newsletters with further information and offers concerning our products and services) and to carry out customer satisfaction surveys as further explained in Section 5	<b>Consent</b> , if voluntarily provided (Article 6 (1) (a) GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
As reasonably necessary to enforce the Event's terms, to establish or preserve a legal claim or defense, to prevent fraud or other illegal activities, including attacks on our information technology systems	<b>Compliance with Legal Obligations</b> (Article 6 (1) (c) GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
For general administration and organization of our Event, such as creating a delegate list which may be shared with exhibitors or sponsors	<b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
To assess your activity and popularity of sessions and points of interest in order to help plan future events as further explained in Section 3	<b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)
To enhance your in-person visitor experience and provide you with relevant content and information as explained in Section 3	<b>Legitimate Interest</b> (Article 6 (1) (f) GDPR)

### International data transfers

- In the event that we transfer your personal data outside the European Economic Area, we ensure that your data is protected in a manner which is consistent with the General Data Protection Regulation. Therefore, and if required by applicable law, we take the following measures:
- We share your personal data with affiliated companies outside the European Economic Area only if they have implemented our Binding Corporate Rules ("BCR") for the protection of personal data. Further information about the BCR can be found [here](#).
- We transfer personal data to external recipients outside the European Economic Area only if the recipient has (i) entered into [EU Standard Contractual Clauses](#) with us, or (ii) implemented [Binding Corporate Rules](#) in its organization. You may request further information about the safeguards implemented in relation to specific transfers by contacting [dataprotection@siemens.com](mailto:dataprotection@siemens.com).

### Your competent data protection authority

In case of data privacy related concerns and requests, we encourage you to contact our Data Privacy Organization at [dataprotection@siemens.com](mailto:dataprotection@siemens.com). Besides contacting the



Data Privacy Organization, you always have the right to approach the competent data protection authority with your request or complaint.

A list and contact details of local data protection authorities is available [here](#).

## **11. Further information for US residents *[Fold]***

If you are a U.S. resident, then please take note of the following:

### **Do Not Track**

At this time our Events do not recognize or respond to “Do Not Track” browser signals. For more information on “Do Not Track”, please visit your browser’s support page.

### **Usage by Children**

Our Events are not directed to children under the age of thirteen. We will not knowingly collect personal data from children under the age of thirteen without insisting that they seek prior parental consent if required by applicable law. We will only use or disclose personal data about a child to the extent permitted by law, to seek parental consent, pursuant to local law and regulations or to protect a child.

### **State Rights**

Depending on the US state in which you reside, you may have special rights with respect to your personal data. For information regarding any of those rights, please click [here](#).

## **12. Processing under the Brazilian General Data Protection Law *[Fold]***

This section applies and provides you with further information if the processing by one of our companies (i) occurs in Brazilian territory, (ii) concerns the data of individuals located in Brazilian territory, (iii) comprises personal data collected in Brazilian territory or (iv) has as its objective the offer or supply of goods or services to individuals located in Brazilian territory. In these cases the Brazilian General Data Protection Law (Lei Geral de Proteção de Dados - LGPD) applies to the processing of your personal data and the following additions and/or deviations apply to sections 2, 5, 6, 9, of this Data Privacy Notice:

### **Retention Periods**

As allowed under article 16 of LGPD we may retain your personal data to comply with legal or regulatory obligations (such as retention obligations under tax or commercial laws), during the legal statute of limitation period, or for the regular exercise of rights in judicial, administrative or arbitration proceedings.

### **Your rights**

Additionally to the rights mentioned in this Data Privacy Notice, you are entitled under LGPD to:

- In case you understand your data is not being processed in accordance with the applicable data protection law or in an excessive way, request us to anonymize, block or delete unnecessary or excessive personal data or;
- Request information regarding the public and/or private entities we shared your personal data with;
- Be informed about the possibility of not giving your consent to process your data and the consequences of not giving the consent in case we request your consent to process your data;
- Revoke at any time your consent to our processing of your personal data in case we request your consent to process your data

### **Legal basis of the processing**

The Brazilian General Data Protection Law requires us to provide you with information on the legal basis of the processing of your personal data.

The legal basis for our processing is:

- Article 7 V LGPD (“Contract Performance”);
- Article 7 II LGPD (“Compliance with Legal Obligations”);
- Article 10 I and II LGPD (“Legitimate Interest”).
- Article 7 I LGPD (“Consent”).

### **International transfers**

Following the LGPD requirements defined in the Article 33 of Brazilian General Data Protection Law, in the event that we transfer your personal data outside the Brazilian territory, we ensure that your data is protected in a manner which is consistent with the Brazilian General Data Protection Law, we will follow the applicable law and decisions imposed by the proper authority.

### **Your competent data protection contact**

If this section applies, you may also contact our Brazilian Data Privacy Organization at [dataprivacy.br@siemens.com](mailto:dataprivacy.br@siemens.com).

## **13. Processing under South Africa’s Protection of Personal Information Act *[Fold]***

For Business Partners and users located in South Africa, please take note of the following:

In terms of section 1 of the Protection of Personal Information Act, 2013 (“POPI”), “personal data” or “personal information” includes “information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing, juristic person.”

The corresponding legal grounds and conditions for lawful processing of personal data in South Africa are contained in Sections 8 to 25 of POPI, and relate to “Accountability”; “Processing limitation”; “Purpose specification”; “Further processing limitation”; “Information quality”; “Openness”; “Security safeguards” and “Data subject participation”.

In terms of section 69 of POPI, the processing of personal information of a data subject for the purposes of direct marketing by means of any form of electronic communication, including automatic calling machines, facsimile machines, sms’s or e-mail is prohibited unless the data subject has provided consent to the processing, or is, subject to further conditions, an existing customer of the responsible party.

For purposes of a Data Subject exercising its rights further enquiries and the exercise of its rights in relation to access, objection to, and complaints in respect of the processing of personal data, the contact particulars of the Information Regulator of South Africa, are as follows:

JD House, 27 Stiemens Street  
Braamfontein  
Johannesburg  
2001

PO Box 31533  
Braamfontein  
Johannesburg  
2017

Complaints: [complaints.IR@justice.gov.za](mailto:complaints.IR@justice.gov.za)  
General enquiries: [inforeg@justice.gov.za](mailto:inforeg@justice.gov.za)

**14. Processing under People’s Republic of China Personal Information Protection Law  
[Fold]**

This section applies and provides you with further information if the processing by one of our companies is located within the borders of People’s Republic of China (“PRC”) or concerns the data of individuals within the borders of PRC.

**Processing of sensitive personal information**

According to the PIPL, sensitive personal information means personal information that, once leaked or illegally used, may easily cause harm to the dignity of natural persons grave harm to personal or property security, including information on biometric characteristics, religious beliefs, specially-designated status, medical health, financial accounts, individual location tracking, etc. as well as the personal information of minors under the age of 14.

In addition to the payment data mentioned in section 2 of this Data Private Notice, we will, in principle, not process your sensitive personal information. In case your sensitive personal information will be processed, we will notify you about the necessity of processing and effects on the individual's rights and interests, and obtain your specific consent if applicable.

### **Transfer and disclosure of personal data**

Following the requirements defined in the Article 23 of PIPL, additionally to the contents mentioned in section 4, we, in principle, will not transfer or share your personal information to third party controllers, unless (1) obtain your specific consent if applicable, or (2) to fulfill the statutory duties under local laws and regulations.

### **International Transfer**

You acknowledge that your data will be transferred and processed outside of PRC. We will follow the applicable laws and decisions imposed by the competent authority, and ensure that your data is protected in a manner which is consistent with the PRC Personal Information Protection Law. If you or the company you work for is a Business Partner, please be aware that Siemens is a multi-national company, and for the purpose of concluding or fulfilling the contract/agreement with you or the company you work for, you understand and agree that we may transfer your personal information to foreign affiliated companies.

### **Legal Basis of the processing**

The PIPL requires us to provide you with information on the legal basis of the processing of your personal data.

The legal basis for our processing is:

- PIPL Article 13(2) (“Contract Performance”)
- PIPL Article 13(3) (“Statutory duties and responsibilities”)
- PIPL Article 13(6) (“Process publicly available data”)
- PIPL Article 13(1) (“Consent”)

## **Usage by Children**

Our Events are not directed to children under the age of fourteen (14). We will not knowingly collect personal data from children under the age of fourteen (14) without prior parental consent if required by applicable law. We will only use or disclose personal data about a child to the extent permitted by law, to seek parental consent, pursuant to local law and regulations or to protect a child.

## **15. Processing under the United Kingdom’s Data Protection Act 2018 and the UK GDPR *[Fold]***

This section applies and provides you with further information if your personal data is processed by one of our companies located in the United Kingdom under the Data Protection Act 2018 and/or the UK GDPR (meaning Regulation (EU) 2016/679 of the European Parliament and of the Council of 27th April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation) as it forms part of the law of England and Wales, Scotland and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018).

### **Data Controller**

The data controller for your personal data in the context of events, is the Siemens company that conducts an Event or participates as a guest in an Event of a third party, e.g. with a physical or virtual exhibition stand, or in the case of online Events (“Online Events”), the Siemens company specified on the relevant websites.

Insofar as we allow the cooperation partner to collect your contact data using applications that Siemens operates (see section 4), both Siemens and the cooperation partner will be joint controllers of your personal data, as defined in Article 26 of the UK GDPR. If you would like to receive a copy of the agreement outlining our joint responsibility, please send your request to [dataprotection@siemens.com](mailto:dataprotection@siemens.com).

### **Legal basis of the processing**

The UK GDPR requires us to provide you with information on the legal basis of the processing of your personal data.

The legal basis for our processing data about you is that such processing is necessary for the purposes of

- exercising our rights and performing our obligations under any contract we make with you (Article 6 (1) (b) UK GDPR) (“**Contract Performance**”);
- Compliance with our legal obligations (Article 6 (1) (c) UK GDPR) (“**Compliance with Legal Obligations**”); and/or
- Legitimate interests pursued by us (Article 6 (1) (f) UK GDPR) (“**Legitimate Interest**”). Generally, the legitimate interest pursued by us in relation to our use of your personal data is the efficient performance or management of (i) your use of the Online Offerings, and/or (ii) our business relationship with you. Where the below table states that we rely on our legitimate interests for a given purpose, we are of the opinion that our legitimate interest is not overridden by your interests and rights or freedoms, given (i) the regular reviews and related documentation of the processing activities described herein, (ii) the protection of your personal data by our data privacy processes, (iii) the transparency we provide on the processing activity, and (iv) the rights you have in relation to the processing activity. If you wish to obtain further information on this balancing test approach, please contact our Data Privacy Organization at: [dataprotection@siemens.com](mailto:dataprotection@siemens.com).

In some cases, we may ask if you consent to the relevant use of your personal data. In such cases, the legal basis for us processing that data about you may (in addition or instead) be that you have consented (Article 6 (1) (a) UK GDPR) (“**Consent**”).

Purpose	Legal Basis
<b><i>Processing of personal data in the context of Events</i></b>	
To provide the Event’s services and functions which includes creating and administering your online account, updating, securing, and troubleshooting, providing support, as well as improving and developing our Events	<b>Contract Performance</b> (Article 6 (1) (b) UK GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
To bill your use of the Online Offering	<b>Contract Performance</b> (Article 6 (1) (b) UK GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
To verify your identity	<b>Contract Performance</b> (Article 6 (1) (b) UK GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
To answer and fulfill your requests or instructions	<b>Contract Performance</b> (Article 6 (1) (b) UK GDPR)

Purpose	Legal Basis
	<b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
To process your order or to provide you with access to specific information or offers	<b>Contract Performance</b> (Article 6 (1) (b) UK GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
To send you marketing information (e.g. trade show invitations, newsletters with further information and offers concerning our products and services) and to carry out customer satisfaction surveys as further explained in Section 4	<b>Consent</b> , if voluntarily provided (Article 6 (1) (a) UK GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
As reasonably necessary to enforce the Event's terms, to establish or preserve a legal claim or defense, to prevent fraud or other illegal activities, including attacks on our information technology systems	<b>Compliance with Legal Obligations</b> (Article 6 (1) (c) UK GDPR) <b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
For general administration and organization of our Event, such as creating a delegate list which may be shared with exhibitors or sponsors	<b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
To assess your activity and popularity of sessions and points of interest in order to help plan future events as further explained in Section 3	<b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)
To enhance your in-person visitor experience and provide you with relevant content and information as explained in Section 3	<b>Legitimate Interest</b> (Article 6 (1) (f) UK GDPR)

### International data transfers

In the event that we transfer your personal data outside the United Kingdom, we ensure that your data is protected in a manner which is consistent with the UK GDPR. Therefore, and if required by applicable law, we take the following measures:

We transfer personal data to recipients outside the United Kingdom only if the recipient has (i) entered into UK Standard Contractual Clauses with us, or (ii) implemented Binding Corporate Rules in its organization. You may request further information about the safeguards implemented in relation to specific transfers by contacting [dataprotection@siemens.com](mailto:dataprotection@siemens.com).

### Your competent data protection authority

In case of data privacy related concerns and requests, we encourage you to contact our Data Privacy Organization at [dataprotection@siemens.com](mailto:dataprotection@siemens.com). Besides contacting the

Data Privacy Organization, you always have the right to approach the competent data protection authority with your request or complaint.

A list and contact details of local data protection authorities is available [here](#).

## **16. Processing under Canadian privacy laws *[Fold]***

Each Siemens company established in Canada (“Siemens in Canada Entity”) maintains your personal data on secure servers that are accessible to authorized employees, representatives or agents who require access for the purposes described in this privacy notice. If you have any questions about how a Siemens in Canada Entity processes your personal data, including with respect to its use of service providers outside of Canada, or if you would like to exercise any of your rights in respect of your personal data under the control of a Siemens in Canada Entity, you may contact the Siemens in Canada Privacy Officer at [privacy.panel@siemens.com](mailto:privacy.panel@siemens.com).