
ABB GROUP

Events Privacy Notice

1. Introduction

This Event Privacy Notice ("Notice") applies to the ABB Group of companies, which means ABB Ltd, Switzerland and each entity in which ABB Ltd, Switzerland, directly or indirectly, has a majority holding or owns or controls the majority of voting rights. The ABB company that is communicating with you (referred to as "ABB" or "we"), is responsible for the processing of your personal data and controls how it is used, in accordance with this Notice.

At ABB, respecting your data privacy rights is a top priority. This Notice explains why and how we use personal data about you, how we process such data, and what rights you have regarding your personal data.

2. Who is responsible for the processing of your personal data?

ABB Ltd and its [subsidiary companies](#) are responsible for your personal data. For applicable privacy and data protection laws, the primary controller of your data will be the ABB subsidiary company which is providing services (such as event organization) or communicating to you. Other subsidiary companies of ABB may also receive and process your personal data, either in the capacity of controller or processor and this Notice applies equally to them.

3. The types of information we collect and use?

We collect and use personal data that concerns you in connection with the event. We may collect the following categories of personal data:

- The contact information you share with us to register and communicate in the course of the event such as first and last name (including what name you indicate to appear on your event name tag), birth date, business email address, business mobile phone number, your assistant name and email address (if applicable).
- Additional information you provide to us for accommodation arrangements and invoicing, such as: business address, passport number, nationality, place of birth, emergency contact name and number, credit card number.
- Media assets such as photographs, videos and recordings in the course of the event. Such assets will never focus on you directly, but rather to showcase impressions of the event itself.

4. Why we use your personal data?

We may use your personal data as described above for the following purposes:

- register your attendance to events and forums;
- provide you with information and services associated with the event;
- provide a personal event experience;
- facilitate the event and provide you with an acceptable service;
- make travel arrangements and reserve hotel accommodations where requested;
- conduct and facilitate event satisfaction surveys;
- create media assets (photographs, videos and recordings) to showcase event impressions and store those assets in our brand data base;
- produce content for articles and publications about the event; and
- publish photographs taken at the event on ABB channels, third party channels and social media channels.

We collect only the personal data from you that we need for the purposes described above. For statistical purposes, improvement of our services and testing of our IT systems we use as much as reasonably possible anonymized data. This means that these data can no longer (in)directly identify you or single you out as an individual.

5. The legal basis we rely on

We use your personal data for the purposes described in this notice based on one of the following legal bases, as applicable:

- We will rely on our legitimate interests to process your personal data within the scope of the employment or business relationship we have with you. Our legitimate interests to collect and use the personal data for this purpose are event management and interaction (e.g. registration, organizing accommodation, etc.).

You may obtain a copy of our assessment of why we may process your personal data for these interests by submitting a request at www.abb.com/privacy.

6. Parties we share your personal data with (in and outside the EU and EEA or outside the country where the ABB company that controls your data is located)

We only share your personal data with other ABB affiliates or third parties as necessary for the purposes described in the table below. Where we share your personal data with an affiliate or third party so that it is transferred to or becomes accessible from outside the European Union ("EU") and the European Economic Area ("EEA") or outside the country where the ABB company that controls your data is located, we always put adequate safeguards in place to protect your personal data. Examples of these safeguards are an adequacy decision of the European Commission ([read more here](#)), Standard Contractual Clauses ([read more here](#)), Privacy Shield certification ([read more here](#)), and the Binding Corporate Rules that some of our services providers have adopted ([read more here](#)). We have taken additional measures for the transfer of data from within to outside the EU, EEA and outside the country where the ABB company that controls your data is located to protect your personal data. If you would like an overview of the safeguards which are in place, please submit a request at www.abb.com/privacy.

Recipient name or – for non-EU countries – recipient category	Recipient location	Purpose
ABB affiliates and subsidiaries	See the list of ABB subsidiaries	The purposes described in this privacy notice
ABB business partners, distributors and agents	EU/EEA and non-EU/EEA (global)	The purposes described in this privacy notice
Service providers	EU/EEA and non-EU/EEA (global)	IT services, marketing agencies, payment processors, travel agencies, hotels and transfer companies, customer support providers working on ABB's behalf
Potential or actual acquirers of ABB businesses or assets	EU/EEA and non-EU/EEA (global)	For the evaluation of the business or assets in question or for the purposes described in this privacy notice
Recipients as required by applicable law or legal process, to law enforcement or government authorities, etc.	EU/EEA and non-EU/EEA (global)	Where required by applicable law or a legitimate request by government authorities, or a valid legal requirement

7. How long we keep your personal data

Based on mandatory legislation, ABB must keep certain personal data for a minimum period of time. We only keep your personal data that we have collected in the course of the event registration, for as long as necessary for the purposes described in this privacy notice.

At the same time, applicable data protection laws require that we do not keep personal data in an identifiable form for any longer than is necessary for the purpose for which the personal data is being processed. Through the setting of IT applications and policies we ensure that our keeping of your personal data is deleted when we no longer need it.

For more information regarding specific retention periods that apply to your personal data, please submit a request at www.abb.com/privacy.

8. Your data privacy rights

Depending on the jurisdiction in which you are located and in which your personal data is processed, you may have the following rights:

Data privacy rights	What it means
The right to access your data	You are entitled to ask ABB for an overview of or to obtain a copy of the personal data we hold about you.
The right to have your data corrected	You may request immediate correction of inaccurate or incomplete personal data we hold about you.
The right to have your data erased	You may request that personal data be erased when it is no longer needed, where applicable law obliges us to delete the data or the processing of it is unlawful.
The right to restrict data processing	You have the right to restrict the processing of your personal data in specific circumstances.
The right to data portability	You have the right to receive your personal data in a structured, machine-readable format for your own purposes, or to request us to share it with a third party.
The right to object to the data processing	You have the right to object to our processing of your personal data where we rely on our legitimate interests as the basis for our processing, where your data privacy rights outweigh our reasoning for legitimate interests.

Please note that the rights described above are not absolute, and that your request cannot always be met entirely. For example, sometimes we cannot delete or restrict the processing of your personal data as we may have legal obligations or contractual obligations to keep certain such personal data.

You may request to enforce your data privacy rights at www.abb.com/privacy.

Contact and further information

If you want to access your personal data, make use of any of your other rights mentioned above or if you have any questions or concerns about how ABB processes your personal data, please contact our Group Data Protection Officer at privacy@abb.com, or submit your complaint at www.abb.com/privacy.

Should you not be satisfied with our response or believe we are processing your personal data against the law, you may also have the right to file a complaint with the Data Privacy Authority in your country of residence or work, or seek a remedy through the courts where you believe an infringement of data privacy laws may have taken place.

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