
Data Protection Notice for Events

Who is the controller of your personal data?

ABB AG, Kallstadter Straße 1, 68309 Mannheim, Germany, or any respective company affiliated with ABB AG pursuant to §§ 15 ff. of the German Stock Corporation Act (Aktengesetz - AktG), decides as "controller" within the meaning of the EU General Data Protection Regulation (GDPR) and the Federal Data Protection Act (Bundesdatenschutzgesetz - BDSG) how and for which purpose your personal data will be used in accordance with this data protection notice (hereinafter: "we" or "us").

You can contact our data protection officer as follows:

ABB AG
Konzerndatenschutzbeauftragter
Kallstadter Str. 1
68309 Mannheim
privacy@abb.com

Which of your personal data do we process?

We process personal data that we receive from you either as a result of your enquiry or registration for certain events via this website, other websites, by e-mail or telephone or at a trade fair or product event (hereinafter also referred to as "registration") or in the course of an existing business relationship with you or your company (hereinafter: "you"), in particular on the basis of a contractual relationship (such as purchase or sale agreements with regards to products, services, works, license agreements, etc.), pre-contractual measures, requests for offers or any other enquiry from you (e.g. by internet, e-mail or telephone or on the occasion of a trade fair or product event). In addition and to the extent necessary for the fulfilment of our obligations, we process personal data which we may obtain from publicly accessible sources (e.g. commercial and association registers, press, internet) or which are legitimately transmitted by other third parties (e.g. a credit agency). In general we use the following categories of your business and/or private personal data: First name, last name, address, e-mail address, telephone number, mobile number, telefax number, title, occupation, position, academic degree.

Why do we process your personal data?

We process your personal data primarily to process your registration and to carry out the events for which you have registered. Your personal data is therefore used by us to enable you to participate in the requested events and to provide you with the necessary information. Your personal data will also help us to understand your interest in our products, to develop our business relationships with you and to provide you with the marketing information you request. Furthermore, your personal data will be stored in our ABB-Group CRM Database for the processing purposes mentioned in this data protection notice.

Apart from the above, we may process your personal data to fulfil contracts with you or to carry out pre-contractual measures upon your request. As part of our business relationship, you need to provide us with your personal data, which is necessary to establish, conduct and terminate

a business relationship with you, required for the fulfilment of the contractual obligations associated with it or which we are legally obliged to collect. Of course, we only collect personal data from you that we need for these purposes.

On which legal basis do we process your personal data?

We process your personal data in accordance with the provisions of the EU General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG), in particular according to the following legal basis:

If and to the extent we process your personal data for the fulfilment of contractual obligations from contracts concluded with you or as part of pre-contractual measures, the legal basis for such data processing is **Art. 6 (1) b) GDPR**.

If and to the extent we process your personal data on the basis of statutory requirements or administrative orders, for example, on the basis of our tax control and reporting obligations, cooperation obligations or statutory retention periods, the legal basis for such data processing is **Art. 6 (1) c) GDPR**.

If necessary, we process your personal data within the scope of your concrete registration, the organization and performance of the event you have requested for and/or an existing the business relationship with you in order to protect the legitimate interests of us or third parties. This requires a weighing of interests in accordance with **Art. 6 (1) f) GDPR**, according to which a processing of personal data is permissible if it is necessary to safeguard the legitimate interests and does not outweigh the interests or fundamental rights and freedoms of the data subject which require the protection of personal data.

The use of your personal data for the purposes of processing your registrations, organizing and performing the events for which you have registered, or for direct marketing purposes is a recognized legitimate interest pursuant to Art. 6 Para. 1 lit. f) GDPR. Your personal data is processed by us in the context of your registration, the organization and performance of the events you wish to attend and/or your business relationship with us e.g. as a consumer, merchant, entrepreneur or employee of one of our business partners). Your registration and the organization and performance of the events for which you have registered establish a direct and relevant relationship between you and us which entitles us to process your personal data. We ensure that you only receive the information, invitations and offers that are relevant or of interest to you. Our legitimate interest in this respect is your interest in our events, products and business relationships, which we would like to develop further with you.

If and to the extent we process your personal data in exceptional cases without a concrete registration from your side or an existing business relationship with you for the purposes of direct marketing, we require your consent pursuant to **Art. 6 (1) a) GDPR** as the legal basis for such data processing. You may of course withdraw such consent at any time in accordance with Art. 7 (3) GDPR with effect for the future.

Furthermore, we have a legitimate interest in collecting your personal data in ABB Group CRM systems and databases if you have voluntarily provided us with your personal data for this purpose as part of your registration, e.g. by providing it or transmitting your (electronic) business card, or if we are in a contractual or a business relationship with you.

If and to the extent we send you marketing information by electronic mail, e.g. by newsletter, we also require a further consent from you in accordance with **§ 7 (2) No. 3 UWG** (the Unfair Competition Act - Gesetz gegen den unlauteren Wettbewerb). For further information please see the section "Get information by email".

Who processes your personal information?

As part of the global ABB Group, we have business relationships with affiliated companies and external service providers, both within and outside the European Economic Area (EEA), which we may also use in relation to your personal data. In this regard, your personal data may also be made available to ABB Group companies in countries within and outside the EEA for remote access for the processing purposes mentioned above. This may also apply to countries in which the level of data protection is not comparable to that of the European Union (EU). However, we are committed to a high level of data protection within our group of companies in order to ensure that your personal data is protected in accordance with the GDPR. A list of ABB companies can be found on the [ABB website](#).

In addition, when processing your personal data for the aforementioned purposes, we may use external service providers as processors (e.g. computer centers, software companies and marketing automation providers). As a matter of principle, these are used within the framework of an existing contractual relationship, bound by instructions, and receive your personal data only to the extent and for the period required for the provision of the service. We will also only transfer your personal data to external service providers if there is sufficient assurance that such service providers comply with the high data protection level of the GDPR, for example by concluding [standard contractual clauses](#) of the EU Commission in accordance with Art. 46 (2) c) GDPR.

How long do we process and store your personal data?

We process and store your personal data as long as this is necessary for the processing purposes mentioned above, until you object to the use of your personal data in case of a legitimate interest being the legal basis for processing (Art. 6 (1) f) GDPR) or until you withdraw your consent given in accordance with Art. 6 (1) a) GDPR.

If your personal data is no longer required for the fulfilment of contractual or legal obligations, it will be deleted regularly, unless its further processing for a limited period is necessary for the fulfilment of statutory retention and documentation periods or for the preservation of evidence within the statutory limitation periods. In this case, we will retain the personal data concerned until the end of the respective statutory period. If you allow us to use your personal data for marketing purposes, we will keep the necessary personal data until you inform us that you no longer wish to receive marketing information and object to or withdraw your consent to data processing for marketing purposes.

Which rights do you have with regards to your personal data?

If you have any questions about data protection, complaints about our treatment of your personal data, or if you wish to exercise your **data protection rights** listed in the **Annex** to this data protection notice, you may contact us at <https://new.abb.com/privacy>. You may also send complaints about the treatment of your personal data directly to our data protection officer. If our response is not satisfactory to you or if you are of the opinion that we are processing your personal data unlawfully, you may, in accordance with your right of complaint under Art. 77 GDPR, also contact the competent data protection authority in the country where you live, work or believe that the data protection breach occurred.

Annex to the Data Protection Notice: Your rights as a data subject

1) Right of access

You have the right to receive from us at any time upon request (text form) information about your personal data processed by us within the scope of **Art. 15 GDPR**. This right is limited by the statutory exceptions of § 34 BDSG, according to which the right of access is excluded, in particular if the data is stored on the basis statutory retention and documentation periods or for the purposes of data security and data protection control, the provision of information would require a disproportionate effort and a misuse of the data processing is prevented by suitable technical and organizational measures.

2) Right to rectification

You have the right, pursuant to **Art. 16 GDPR**, to obtain from us the immediate rectification of personal data concerning you, should it be incorrect.

3) Right to erasure

You have the right to obtain from us, under the conditions set out in **Art. 17 GDPR**, the deletion of any personal data relating to you. These conditions apply in particular if a) the respective processing purpose has been achieved or otherwise ceases to apply, b) we have unlawfully processed your personal data, c) you have withdrawn your consent without another legal basis applying to the data processing, d) you have successfully objected to the data processing or e) in cases where there is an obligation to delete personal data on the basis of EU law or the law of an EU member state to which we are subject. This right is limited by the statutory exceptions of § 35 BDSG, according to which the right to erasure may in particular be excluded if, in case of non-automated data processing, there is a disproportionately high expenditure for the deletion and your interest in the deletion is to be regarded as low.

4) Right to restriction of processing

In accordance with **Art. 18 GDPR**, you can request us to process your personal data only to a restricted extent. This right exists in particular if a) the correctness of your personal data is disputed, b) you request limited processing instead of deletion under the conditions of a justified right of erasure, c) the data is no longer required for the purposes pursued by us, but you need the data to assert, exercise or defend legal claims or d) the success of an objection is still disputed.

5) Right to data portability

In accordance with **Art. 20 GDPR**, you have the right to receive from us the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format, as well as the right to request us to forward this personal data to another controller.

6) Right to object

In accordance with Art. 21 GDPR, you have the right to object at any time, for reasons arising from your particular situation, to the processing of your personal data, which is either based on a public interest pursuant to Art. 6 (1) e) GDPR or a legitimate interest pursuant to Art. 6 (1) f) GDPR.

Upon receipt of your objection notice, we will then cease processing your personal data unless we can prove that there are compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms, or the processing serves to establish, exercise or defend legal claims. If you object to the processing of your personal data for marketing purposes, we will cease such processing in any case.