

SAP Splash Privacy Statement

The SAP Splash Privacy Statement (this “Privacy Statement”) applies to the use of this website, <http://www.experiencesplash.com> (the “Website”) and any other subdomains or webpages which reference this Privacy Statement (collectively, the “Services”).

Some SAP entities, programs and/or sites may have their own, possibly different, privacy statements. We encourage you to read the privacy statements of each of the SAP websites or program information you visit or review. This Privacy Statement does not apply to websites and services that are owned and operated by third parties. Capitalized Terms not defined in the Privacy Statement have the meaning ascribed to them in the Terms of Use.

The Services allows Account Holders to create accounts allowing Users to request feedback and information from Guest Participants. This Privacy Statement explains how SAP collects and uses your personal data in its capacity as the provider of the Services, as well as when an Account Holder or User represent SAP.

SAP is not responsible for third party Account Holders’ or Users’ collection and use of your personal data through the Service. Please ensure that you read and agree with any additional disclosures that Users provide.

Consent

By consenting to this Privacy Statement, you consent to the collection and use of your information as described here. If the conditions under which we process your personal data change, we will post the changes on this site and ask for your consent to the updated Privacy Statement. All other, non-material, changes to this Privacy Statement will only be posted to this Website.

By providing us with any personal data under this Privacy Statement, you consent, agree and confirm SAP may process any personal data that you provide in connection with the Services outside the European Economic Area, including within the United States.

Please note that, although granting any consent is at your sole discretion, if you do not grant consent, you will not be able to use the Services.

Information We Collect

As you use our Services, we may collect, store, process, export and use the following types of information about you:

When SAP is acting as a Service Provider:

- Personal information you provide in your profile as an Account Holder, User or Guest Participant;
- Personal information (that can be used to directly or indirectly identify you), such as within comments or feedback you provide to other Users as a Guest participant, but in this case in order to aggregate the information;
- Through emails sent to us (depending on how your e-mail application is set up, information about you may also be transmitted automatically when you send e-mail);
- Information collected automatically about your device configurations, including operating system, screen resolution, browser type; location information; and session information, including duration of visits, entry/exist points, usage frequency.

For more information see “Web Analytics,” below.

When SAP is acting through an SAP User:

- Personal information you provide in your profile as a Guest Participant;
- Personal information (that can be used to directly or indirectly identify you), such as within comments or feedback to you provide as a Guest Participant via the Services;
- Through emails sent to us (depending on how your e-mail application is set up, information about you may also be transmitted automatically when you send e-mail);

We may combine the data you provide us from these various sources to use in accordance with the section titled “Use and Purposes of Collected Personal Data” or to create anonymous or aggregate information as detailed in the section titled “Anonymous and Aggregate Information.”

Use and Purpose of Collected Personal Data

The information SAP collects to understand your needs and interests helps SAP deliver a consistent and personalized experience. We will use such information only as described in this Privacy Statement and/or in the way we specify at the time of collection.

By agreeing to this Privacy Statement, you consent to our using your personal data:

When SAP is acting as a Service Provider:

- To provide the Services that you have requested;

To keep you up to date on changes and updates to the Service;

- To tailor information about our Services to your individual interests;
- To provide the ability to create personal profiles and view protected content; e.g. to manage the projects you belongs to
- To provide the ability to contact you and to provide support or request customer feedback;
- To detect, prevent, or investigate security breaches or fraud;
- To conduct voluntary questionnaires and surveys in order to provide better Services or improve the Services;
- To create Anonymous and Aggregate Information
- To meet contractual obligations; and
- To maintain appropriate records for internal administrative purposes.

When SAP is acting through a User:

- To collect the feedback you provide through the Service and contact you for related follow-up questions; and
- To create Anonymous and Aggregate Information

Web Analytics

The Services use SAP Web Analytics. SAP Web Analytics helps to analyze how users use the relevant site. The information generated (including a part of your IP address and a browser-ID) will be transmitted to and stored by SAP on servers in Germany. SAP will use this information only for the purpose of evaluating your use of the website and compiling reports on website activity for website operators – and finally, to improve SAP's websites.

By using this website, you consent to the processing of analytics data about you by SAP in the manner and for the purposes set out above. If you would like to opt-out of SAP Web

Analytics tracking, please follow the instructions under "Do Not Track Disclosure" below.

Choice and Opt-Out

We may communicate with users who use our Services for administrative purposes, such as to confirm your opening of an account and to send notices and other disclosures as required by law.

From time to time, we may also send other non-administrative types of communications such as surveys, updates or information about events related to the Services. For these communications, we provide you the opportunity to exercise an opt-out choice if you do not want to receive these other types of communication from us.

You may also control your email notifications in your Settings. If you turn off of email communications from other Account Holders and Users, they will receive a message that you have turned off email communication.

Sharing Your Personal Data

We share your email address within the SAP Group to the extent necessary to accomplish the purposes of the Service. The SAP Group includes our parent company, SAP SE and its subsidiaries

We do not sell or rent your personal data to third parties unless you have granted us separate explicit permission to do so. We may however share information with third parties in the following circumstances:

- When We Work with Service Providers. We may share your information with our service providers in order to provide you the Service.
- When You Give Consent. We may also share information about you with other companies if you give us specific permission or direct us to share the information.
- When the Information Does Not Identify You. We may share aggregate or anonymous information in a way that does not directly identify you as an individual.

For more information, please see “Anonymous and Aggregate Information”.

- To Respond to Legal Requests, Defend Legal Claims or Conduct Investigations. We may respond to subpoenas, court orders, or legal process by disclosing your personal data and other related information, if required. We also may choose to establish or exercise our legal rights or defend against legal claims. We may collect and possibly share personal data and any other additional information available to us in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of SAP's terms of use, or as otherwise required by law.

Not Intended For Use by Children Under 13

We do not intend for our websites or online services to be used by anyone under the age of 13. If you are a parent or guardian and believe we may have collected information about a child, please contact us as described in the section titled “Updating Your Personal Data and Contacting Us” below.

Anonymous and Aggregate Information

We combine your information in a way that does not directly identify you. For example, we may combine information about you with information about other people and share the combined information in a way that does not link your information to you. We may also share your specific comments and feedback in a way that does not personally identify you.

Do Not Track Disclosure

The Services use cookies as described in the “Web Analytics” section. You can set a Do Not Track (DNT) signal in your browser to opt out of tracking within these Services. A DNT signal sends information from a browser to a website about a user’s tracking preference.

The Services currently support only the Google Chrome browser. Within Google Chrome, a DNT signal can be set by accessing “Preferences” > “Settings” > “Privacy” (under “advanced settings”) and checking the box to enable a DNT request. The Services cannot ensure that DNT signals are followed for other, unsupported browsers.

This website does not allow third parties to gather information about you over time and across websites.

Links to Other Sites

While using the Services, you may be directed to content or functionality that is hosted by a third-party supplier. When information is collected on behalf of SAP exclusively, the appropriate SAP entity's privacy statement will be referenced on the site and will govern how information is used. Other sites may have their own privacy statements and personal data collection, use, and disclosure practices.

We strongly advise you to familiarize yourself with the privacy statements provided by these other sites prior to providing them with any information. SAP is not responsible for the privacy practices or the content of other websites outside the SAP Group of companies, which may differ from this Privacy Statement.

Updating Your Personal Data and Contacting Us

You may update or delete the personal information in your profile and any comment sections by accessing the 'Profile' section of the Service. If such procedure does not work, you may at any time request information from SAP about your personal data stored by SAP in connection with the Services, or request the correction or deletion of such data by contacting the Webmaster below.

We will retain your information for as long as your account is active or as needed to provide you services. In case a deletion of your personal data should not be possible for legal reasons, SAP will block your personal data against further use until SAP may delete such personal data. You may at any time revoke the consent granted hereunder with effect for the future. If you do so, (i) you will not be able to use the Services any longer and

(ii) SAP will delete your personal data stored in connection with the Services.

If you have any other questions about this privacy statement, if you wish to stop receiving non-administrative emails, or if you wish to inspect or delete the information we hold about you, please contact:

Webmaster: contact.build@sap.com

Please note that if you request that your data be deleted (or request SAP to discontinue processing such data), further use of certain features of the Website may not be possible.

Revised and posted as [October 17, 2015]