Event Privacy Notice

We commit to serve you, our customers, and our internal community, including employees and contractors, with care, consideration, and respect and to protect your privacy and personal information. In this context:

- "**Internal Participants**" refer to individuals who are employees or contractors of Schneider Electric, attending an event in their capacity associated with Schneider Electric.
- "**External Participants**" are individuals who are not employees or contractors of Schneider Electric, such as customers, vendors, partners, or other external entities.
- "**Event App**" refers to our specialized application used for enhancing the experience of event participants, providing features such as session information, networking opportunities, and interactive content.
- "**App Users**" denote those participants who engage with our events through the Event App, utilizing its various functionalities.

Our Data Privacy Policy explains how and why we use personal information. This supplemental notice provides additional information about our management of both physical and digital events, accommodating both internal and external participants, as well as detailing specific considerations for App Users. Our approach ensures a comprehensive and respectful handling of personal data across all aspects of our event management.

1. Who is in charge of data processing?

The processing of personal information is carried out by Schneider Electric Eesti ("we") as data controller. We utilize a third-party event management system (referred to as "the Platform"), powered by Cvent for registering, accessing, and managing both our digital and physical events. This Platform includes various formats tailored to the diverse needs and roles of all participants, including the Event App, which serves as an extension of the Platform for enhanced event interaction and engagement. The Platform processes data on our behalf, under our direction and in accordance with our data protection standards.

Regarding Cvent's Data handling: Cvent, as part of their services, aggregates information about you and other event participants, along with usage data of their applications. This aggregation is aimed at enhancing and improving their services, ensuring that no personal data is identifiable from the aggregated information. For more detailed information on how Cvent processes personal data, please refer to their Privacy Policy

Schneider Electric affiliates are data controllers for the local processing activities such as the management of marketing campaigns, follow-up with business opportunities, sending surveys. For events involving Internal Participants, the data controllers are those Schneider Electric affiliates who have determined the data processing means and purposes in relation to these activities.

2. What types of personal information do we process?

We process a variety of personal information for different purposes, ensuring transparency and respect for your privacy. This includes data collected during both digital and physical events, as well as through the use of our Event App.

General Data Collected for All Participants:

- **Contact Information:** Name, email address, company, job title, function, phone number and country.
- **Passport Information:** If an invitation letter for a visa application is needed for event participation.

- **Transaction and Interaction Information:** Including account information and related records.
- **Event Participation Data**: Activities during the event, such as sessions attended, booths visited, both on the Platform for digital events and physically at the event location.
- **Online & Technical Information:** Information about the devices used to access the Platform or Event App, including their identifiers, model, and version.
- **Audio and Video Recordings:** Captured during digital events on the Platform.
- **System Connection Logs:** For security purposes.
- **Hotel Needs:** Check-in/check-out dates when accommodation is provided.
- **Travel Information**: When travel arrangements are managed by the Platform.
- **Dietary Requirements:** If applicable for event catering.
- In cases where your account is managed by someone else (such as an administrator or employer), they may provide data on your behalf.

Additional Data for Internal Participants:

- SESA Number, Schneider Entity, Job Title, Job Function: Specific to the employee's role and position within Schneider Electric.
- Country and Schneider Office Location.
- HFM, Cost Centre, Finance Contact within Schneider: For chargeback purposes post-event.

Data Collected Through the Event App (Only Applicable for App Users):

- **Photos and Videos:** Uploaded or interacted within the App.
- **Personalized User Content:** Bookmarks, session rankings, votes.
- **Device ID and User ID:** Technical information about devices used, such as identifiers, model, and version.
- **Usage Data Linked to User's Identity:** For product interaction, including number of clicks, time spent on modules.
- **Other Usage Data:** For app functionality, personalization, and analytics, including user experience enhancement and understanding of application usage.
- **System Connection Logs and Crash Data:** For security and app functionality purposes.

3. Usage of information and Legal Basis

We use the personal information collected for a wide range of purposes, ensuring comprehensive coverage of all activities related to our events. Below is an elaboration of these purposes, followed by the legal basis for processing this data

Purposes of Data Usage:

- **Event Registration and Management:** Managing registration and Event participation data for both digital and physical events, including processing of hotel needs, travel information, and visa/passport details when necessary.
- **1-1 Event Appointments:** Facilitating one-on-one meetings during Events by collecting preferences on discussion topics and scheduling details (time slots and days).
- **Communication and Interaction:** Delivering services such as group and private chats, breakout rooms, and personalized agendas during events. This also includes interaction via the Event App, offering features like event directory, chat functionality, and gamification.
- **Event Analytics and Experience Enhancement:** Analyzing service usage and event attendance to improve offerings. Utilizing feedback from surveys post-event for internal analysis and enhancement of future events.

- **Operational Data Processing**: Including accommodation arrangements, catering requirements based on dietary needs, and processing credit card transactions for event-related activities.
- **Security and Compliance:** Ensuring the security of our services, adherence to contract terms, and compliance with legal obligations. This includes monitoring system connection logs and crash data for security purposes.
- **Marketing and Promotional Activities:** Using personal information for marketing purposes, such as sending updates and promotional materials about our products and services, based on your explicit consent. This includes information about upcoming events, new services, and other opportunities that may be of interest.
- **Networking and Directory Inclusion:** Facilitating networking opportunities by allowing participants to choose to be included in the event attendees' directory.
- **Business Opportunity Capture and Post-Event Activities:** Processing business opportunity management post-event and other promotional activities, including carbon footprint calculation and specific post-event analytics.

- **Employee-Specific Processing:** For Internal Participants, processing additional data like SESA number, job title, office location, and internal financial information for internal event management and chargeback purposes.

Legal Basis for Data Processing:

- **Consent:** Primarily for marketing activities, we use your personal information based on your explicit consent, with the option for you to withdraw consent at any time.
- **Legitimate Interest:** We process data based on our legitimate interest in effectively operating the Platform and Event App, providing optimal services, and ensuring security and compliance.

4. How long do we keep your personal information?

We retain personal information for varying periods, depending on the specific purposes for which it was collected:

- **Event-Specific Data:** Information related to event registration, participation, and platform activity, including chat interactions, is typically retained for up to 3 months post-event. This duration is sufficient to manage and analyze event performance and address any immediate post-event requirements.
- **Contact Data**: Even if you opt out of marketing communications, we may retain your contact details for up to three years based on our legitimate interest, whenever applicable according to legislation, in maintaining a record of interactions and ensuring continuity in case of future engagements. This retention allows us to recognize returning participants and streamline operational processes, also to provide a personalized, unified experience on our digital content when a user interacts with it and to provide you with technical and other customer care support services. You have the right to object to this processing activity, if you want to exercice your right please send your request to Global-Data-Privacy@schneider-electric.com.

  Contact details may also be used to align interactions across communication channels, ensuring consistency in user experience and avoiding redundant outreach.

  We may analyze interaction patterns (e.g., event attendance, content engagement) to personalize future communications and improve service relevance. Such profiling is based on prior consent or legitimate interest, where applicable.

- **Marketing Data:** For personal information used in marketing activities, where you have provided explicit consent, we retain the data longer to facilitate ongoing marketing communications, to carry out our sales and marketing operations. This data is kept for three years after the end of our relationship or since the last interaction with us.
- **Operational and Security Data:** Information necessary for operational logistics, security, and compliance purposes is retained as needed to fulfill these objectives, in line with our security requirements, legal obligations, and any relevant statutes of limitations.

The retention of data is guided by our commitment to provide services effectively, meet marketing and security requirements, and comply with legal standards. We periodically review retained contact data to ensure it remains relevant and necessary for the stated purposes. Data that no longer serves a legitimate purpose is securely deleted or anonymized.

5. Who do we share personal information with and where is it processed?

Personal information is processed by Schneider Electric affiliates and third-party suppliers, including the providers of our event management system. These entities perform critical functions such as hosting, maintenance of the Platform and Event App, performance monitoring, and ensuring security. In performing the purposes described in previous sections, we ensure that your personal information receives an adequate level of protection.

Global Operations and Data Protection Measures:

- Our affiliates and suppliers operate globally, which means your personal information may be processed in various locations around the world, including in countries with different privacy standards than your home country.
- To safeguard your data, we have implemented strict internal policies and contractual safeguards, including Binding Corporate Rules (BCR) and Standard Contractual Clauses. We also adhere to EU Commission's adequacy decisions.
- For more details on the safeguards in place, please contact global-data-privacy@schneider-electric.com.

Information Sharing Practices:

- **Event Partners and Sponsors:** During events co-hosted with or sponsored by external organizations, we may share registration data with our partners or sponsors. These partners, acting as "Leads Capture Participants," are authorized to collect information from event participants for potential business opportunities related to Schneider Electric's products or solutions. This data collection might involve the use of our Event App and scanning of participant badges for efficient data gathering. The identities of these partners, as well as their specific roles in data collection, are transparently disclosed to all participants, either in advance or at the latest during the event. All collected information is retained solely by the partners.
- **Legal and Compliance Requirements:** We may share information with competent authorities as necessary, in response to judicial processes, official inquiries, or as required by law.
- **Operational Changes:** Sharing data with third parties may occur in the context of organizational reorganizations.
- **User-Directed Sharing:** As per your instructions, or to defend our legal rights, or to protect the rights or safety of any person or entity.

Note on Data Selling: We do not sell your personal information. All sharing and processing of data are conducted in line with our commitment to privacy and in accordance with applicable data protection laws.

6. How do we secure personal information?

At Schneider Electric, we are committed to the protection of your personal information. We adhere to generally accepted industry standards and implement robust administrative, technical, and physical safeguards. These measures are designed to protect your personal information against accidental or unlawful destruction, loss, and unauthorized alteration.

However, it is important to recognize that no method of transmission over the internet, or method of electronic storage, is completely secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

7. How to exercise your choices and rights about your personal information?

You have certain rights concerning your personal information, as granted under applicable data protection laws. These rights include the ability to be informed about your data, access it, rectify inaccuracies, withdraw consent, request restrictions or erasure, object to processing, and port your data. To exercise these rights, please reach out using the contact details provided within our service or contact us at Global-Data-Privacy@schneider-electric.com. For security purposes, we may require additional information to verify your identity when you make such requests.

For any questions or comments about our privacy practices or this Privacy Notice, please contact our Group Data Protection Officer (Group DPO) at:

Email: DPO@schneider-electric.com
Address: DPO Schneider Electric, 35 rue Joseph Monier, CS 30323, 92506 Rueil Malmaison, France

If you believe that your personal information has been processed in violation of applicable law, you have the right to file a complaint with our Group DPO at the above contact details or with a supervisory authority.

Internal Participants at Schneider Electric may also exercise their rights through internal HR channels, in addition to the contact methods mentioned above.

Please note that this Privacy Notice is subject to change. We will keep you informed about any material changes to how we handle personal information.

Last updated: October 2025