



Privacy Notice for Marketing Events

Introduction

This privacy notice explains how Ericsson Nikola Tesla d.d., Krapinska 45, Zagreb, its subsidiaries and branch offices (jointly: “**ENTG**”) will process your personal data collected before, during and after an event where we present our brand and various activities within our business (hereinafter: the “**Event**”).

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1 Personal data processed

Before, during and after the Event, we will collect, store, disseminate and otherwise use your personal data such as: first name, last name, job title, company, email, phone, city, zip code, country, special needs (including any dietary requirements), comments, voice, picture, video-footage, and transcription thereof (as the case may be).

2 Purposes of the processing

Your personal data will be processed for the following purposes (as the case may be):

- a) to register you for the Event (hereinafter the **“Registration”**);
- b) to provide you with promotional materials like notebooks, pens, and brochures during the Event (hereinafter the **“Promotion”**);
- c) to note your comments during the Event (**“Comments”**);
- d) to take your photos during the Event (hereinafter: the **“Photos”**);
- e) to take your video-footage during the Event (hereinafter: the **“Videos”**);
- f) to publish Comments, Photos and Videos on various media (e.g., ENTG internal communication tools, external magazines, TVs, websites, third-party websites, print materials, newspapers, internet-based commercials, YouTube, LinkedIn, FB, Instagram and alike) (jointly: the **“Media”**); and
- g) to keep you informed about industry trends, events, and our new services and products (hereinafter jointly: the **“Marketing”**).

3 The legal bases for processing

The legal bases for processing of your personal data are:

- a) for Registration and Promotion - legitimate interest pursued by us.

Legitimate interest for Registration and Promotion

As organizer or participant of the Event we have legitimate interest to process your personal information for Registration and Promotion.

Your right:

You may object at any time to processing of your personal data for Registration and Promotion. If you object, we will immediately discontinue such processing. However, if you object to processing for Registration purposes, we will not be able to register you for the Event, and eventually you will not be able to participate.

- b) for Comments, Photos, Video, Media and Marketing - a consent given by you.

Consent for Comments, Photos and Video

During the Event you will be orally informed of our intention to obtain Comments and take Photos and Videos. After receiving your oral consent, we will proceed with processing of your personal data for these purposes. If you withdraw your consent, we will not continue with further processing.

Consent for Media and Marketing

For Media and Marketing, we will ask you to provide us with separate consent.

Your right:

You have a right to withdraw your consent at any time, without affecting the lawfulness of processing before the withdrawal. If you withdraw your consent, we will not continue with further processing.

4 Nature of processing

Providing personal data for the above-mentioned purpose is optional. However, if you refuse to provide us with your data for the Registration purposes, we will not be able to register you for the Event, and eventually you will not be able to participate.

5 Methods of processing

Your personal data will be processed in accordance with the key principles of processing set under applicable data protection laws.

We will process the data provided by you.

We maintain technical and organizational measures of protection which are appropriate to the risks related to the processing of your personal data.

Your personal data will be processed manually or electronically using tools that ensure the security of your personal data.

We may conduct profiling to enable you better experience at the Event or provide you with personally tailored materials in Marketing.

Your data is stored at our registered office or at the office of our external service providers we entrust to store personal data. If you wish to know about the list of our external service providers, please contact us by using our contact data provided below.

6 Data retention

Unless prescribed by applicable laws, we will process your personal data only during the period necessary to fulfil the purposes outlined in this Privacy Notice.

7 Data dissemination

Your personal data will be primarily processed by our authorized employees under appropriate obligation of confidentiality.

We may also engage suppliers who will process your personal data while providing their services. Before engaging the suppliers, we will perform their assessment from privacy perspective and ensure that the processing of your personal data is governed by agreement and accompanied by appropriate measures of protection. The list of our external providers is kept up-to-date, and you can access it on request by using our contact data provided below.

Cross border transfer. We may transfer your personal data outside your country and region. In such cases, we will take appropriate measures to ensure protection of your personal data.

EU-based individual. If you are an EU-based individual, for transfers outside European Economic Area (EEA), before their execution, we will enter into Standard Contractual Clauses (adopted by the European Commission) with importer of the data. Where required by circumstances, we may also apply supplementary measures to ensure adequate protection of your personal data. A copy of the above-mentioned safeguards is available at ENTG's headquarters via our contact details provided below.

8 Your Guaranteed Rights

Besides the rights mentioned above, you also have the following rights:

- a) right of access to personal data;
- b) right of rectification of inaccurate personal data;
- c) right of erasure of personal data;
- d) right of restriction of processing of personal data; and
- e) right to data portability; and
- f) right to object to profiling.

To exercise your rights or to obtain more information on processing of your personal data, you may contact our data protection officer via email:

dpo@ericssonnikolatesla.com

Finally, we note that you have a right to lodge a complaint with the data protection authority designated in your country.