

## **RUAG Privacy Notice for Trade Fairs and Similar Events**

Data protection is a matter of trust and your trust is a core value of the RUAG group and of all his legal entities it is composed of (“**RUAG**” and/or “**we**” and/or “**us**”). This privacy notice („**Privacy Notice**”) is based on the EU General Data Protection Regulation („**GDPR**“) to ensure a high level of protection for all individuals whose personal data is processed by RUAG in the frame of trade fairs and similar events and to ensure that RUAG companies outside of the EU shall also be GDPR compliant. We may process any information related to yourself (“**Personal Data**”) for our own purposes and we would therefore act as a Controller of your Personal Data. For additional information about how we process Personal Data, please refer to our RUAG Privacy Notice at [www.ruag.com/privacy](http://www.ruag.com/privacy).

### **1. Categories of your Personal Data and purposes of our processing**

We may process your business contact details (e.g. name, position, business e-mail address, business telephone number, department, etc.), your business function, customer relation information such as your interest in our products and services, and any other personal information of yourself contained in communication sent by yourself or others to RUAG.

We may process this Personal Data for the purposes of customer relationship management and business development with yourself and/or the company you work for. If the company you work for enters into an agreement with us, an additional privacy notice may apply. We may also use your e-mail address to send you marketing and information materials. You have the right to object at any time to processing of your Personal Data for such marketing.

### **2. Legal basis for the processing of your Personal Data by RUAG**

Our processing of your Personal Data is permitted by law. If the EU General Data Protection Regulation EU 2016/679 (“**GDPR**”) applies to our processing, then the legal basis is article 6 para. 1 let. b, and let. f GDPR, permitting the processing of Personal Data for the purposes of entering into and carrying out a contract and for legitimate interests.

### **3. Sources from which we have obtained your Personal Data**

We may have obtained your Personal Data set out in Section 1.1 above from you and from your colleagues if we follow-up with you or your employer.

### **4. Retention periods**

The retention periods for personal data depend on the purpose of the processing activities. We will retain your Personal Data set out under Sec. 1.1 above for as long as it is necessary for the respective purpose and/or required by applicable law.

### **5. Transfer of your Personal Data to third parties**

Your Personal Data may be provided to third parties that perform services on our behalf related to the purposes described in this Privacy Notice, including data hosting providers.

In addition, we may disclose your Personal Data if we are required or permitted to do so by law or legal process, for example due to a court order or a request from a law enforcement agency, when we believe disclosure is necessary or appropriate for our legitimate interest, for example in preventing harm or financial loss, in connection with an investigation of suspected or actual fraudulent or other illegal activity, and in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution, or liquidation).

## **6. Transfer of your Personal Data to third parties in countries outside the European Union?**

Third parties referred to in Section 2.1 to which we transfer your Personal Data may be located outside the European Union. There may not be an adequacy decision by the European Commission for such country. This means that the level of data protection in such country may not be comparable with the level of data protection in the European Union. The appropriate safeguard we use to secure your Personal Data in the context of such transfers are the so-called EU Model Clauses.

## **7. Do you have to provide your Personal Data to us?**

The provision of your Personal Data is not a statutory or contractual requirement. This means that you are not obliged to provide your Personal Data to us. The consequence if you do not provide your Personal Data to us is simply that we will not be able to communicate with you and may potentially not be able to proceed with our business relationship with you and with your employer.

## **8. Your Rights**

Under applicable data protection laws, you have rights:

- a) of access to, rectification of, and/or erasure of your Personal Data;
- b) to restrict or object to its processing;
- c) to tell us that you do not wish to receive marketing information; and
- d) (in some circumstances) to require certain of your Personal Data to be transferred to yourself or to a third party, which you can exercise by contacting us at the details set out at the beginning of this Privacy Notice.

To the extent our processing of your Personal Data is based on your consent, you also have the right to withdraw your consent, without affecting the lawfulness of our processing based on your consent before its withdrawal; and

To exercise your rights, you can contact the RUAG Data Protection Team ([data.protection@ruag.com](mailto:data.protection@ruag.com)). You can also lodge a complaint about the processing of your Personal Data with a data protection authority.