

\*This document contains all archived privacy statements.

## **Ruum by SAP Privacy Statement**

**Validity: 27<sup>th</sup> February 2019 to 7<sup>th</sup> March 2021**

Protecting the individual's privacy on the Internet is crucial to the future of Internet-based business and the move toward a true Internet economy. We have created this privacy statement to demonstrate our firm commitment to the individual's right to privacy. This Privacy Statement outlines our personal information handling practices for this Ruum by SAP (the "Service"). If you use the Service as part of an entity or organization with an enterprise agreement with SAP, the term of your organization's agreement with SAP may restrict our collection or use of your Personal Data. We refer to these types of users in this document as "enterprise users."

For individual users, the data controller for the Service is SAP America Inc., 3999 West Chester Pike, Newtown Square, PA 19073, **United States ("SAP")**, with its **data protection officer Mathias Cellarius (privacy@sap.com)**. For enterprise users, the data controller is the organization that has an agreement with SAP.

### **General information**

#### **Global Privacy Fundamentals**

Our privacy practices reflect current global principles and standards on handling personal information. These principles include notice of data use, choice of data use, data access, data integrity, security, onward transfer, and enforcement/oversight. We abide by the privacy laws in the countries where we do business.

#### **When does this Privacy Statement apply?**

This Privacy Statement covers this Service and other site that reference this Privacy Statement. 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. If you use the Service as part of an entity or organization with an enterprise agreement with SAP, the term of your organization's agreement with SAP may restrict our collection or use of your Personal Data. Even if you are not a user of this Service, some information may be gathered about you by virtue of your interaction with a user of the Service. Please see "Non-Users Interacting with Service Users" for more details.

#### **What does SAP do with my personal data?**

SAP collects and uses your data to provide you the Service, to improve our products and services, to communicate with you about offers that may be of interest, and for other administrative purposes. You can find detailed information in the “Personal Data Collected and Purposes” below.

## **Why am I required to provide personal data?**

Any provision of personal data is voluntary. However, without providing certain personal data (see “Data we process to provide you the Service”), you will not be able to use the Service.

## **Personal Data Collected and Purposes**

SAP collects certain information which can directly or indirectly identify you (“Personal Data”) to deliver the service, to understand your needs and interests and to help 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. We will not subsequently change the way your personal data is used without your consent, as required by applicable law.

## **Data we process to provide you the Service**

SAP requires your first name, last name and email address to deliver the Service to you, including allowing you to create personal profile areas, view protected content, provide customer feedback and receive support (including communicating with you via email). We will also collect Personal Data that you provide to us, such as when you fill in an optional field to let us know your job title. Depending on the integrations you use, we may also require user information to other sites where the Service can be integrated. For instance, if you integrate with Box, we may ask you to provide your Box username.

## **Data we process to create a better experience and improve our product**

In addition to your Personal Data, we may collect other information about your use of our Service and certain details that your browser sends to our website such as your browser type and language, access times, and the address of the website from which you arrived at an SAP website. We use standard automated tools, which include Web beacons, cookies, embedded Web links, and other commonly used information-gathering tools to collect this information.

We use this information to:

- Help diagnose and resolve problems with our Service
- Transfer your Personal Data within SAP’s group of undertakings to the extent necessary for internal administrative purposes
- Prevent or prosecute criminal activities such as fraud, if required
- Analyze your individual usage patterns, interests and preferences in order to improve our products and make suggestions (manually or with use of machine learning techniques) that help you get the most value from our Service. For example, it allows

us to provide you with specific information on features and services that may be of interest to you. We may occasionally provide related in-Service notifications or announcements

- Create aggregated and anonymized data sets in order to understand Service usage, adoption, and virality, which will then be used to improve the Service. This aggregated and anonymized data may also be used to improve SAP's and its affiliates' other products and services
- Invite you to participate in additional questionnaires and surveys. These questionnaires and surveys will be generally designed in a way that they can be answered without any Personal Data. If you nonetheless enter Personal Data in a questionnaire or survey, SAP may use such Personal Data to improve its products and services

## **Data we process based on your consent**

In the following cases SAP will only use your Personal Data as further detailed below after you have granted your prior consent.

For enterprise users, please note that these activities constitute a separate controller activity of SAP.

## **News about the Service**

SAP may use your name, email, postal address, telephone number, job title and basic information about your employer (name, address, and industry), your individual usage patterns, interests and preferences, as well as an interaction profile based on prior interactions with SAP (prior purchases, participation in webinars, seminars, or events or the use of (web) services – further details on this topic can be found in the displayed on the relevant SAP website) (together “Tailored Personal Data”) in order to communicate with you about the latest Service announcements, software updates, software upgrades, special offers, and other information about the Service.

## **Withdrawing Consent**

For processing based on consent, you may at any time withdraw a consent granted hereunder. If you withdraw your consent, SAP will not process Personal Data subject to this consent any longer unless legally required to do so. In case SAP is required to retain your Personal Data for legal reasons your Personal Data will be restricted from further processing and only retained for the term required by law. However, any withdrawal has no effect on past processing of personal data by SAP up to the point in time of your withdrawal. Furthermore, if your use of an SAP offering requires your prior consent, SAP will not be (any longer) able to provide the relevant service (or services, if you revoke the consent for SAP to use your profile under the SAP Cloud Platform Identity Authentication Service for multiple SAP offerings), offer or event to you after your revocation. Please direct any such request for withdrawal to us

## **Duration of Storage**

SAP will only store your Personal Data for the following periods as applicable:

- for Personal Data required to deliver the Service, for as long as it is required to allow you to participate in the Service
- where SAP's use of your Personal Data is based on SAP's legitimate business interest as further stated herein, either until you delete your account or until you object to such use by SAP at the email address provided below; and
- where the processing of your Personal Data is based on your consent either until you delete your account or until you revoke your consent granted hereunder; plus, in each case and where applicable, any additional periods under applicable laws during which SAP has to retain your Personal Data.

Please direct any such object Kindly note that in this case the use of certain services or offerings may either be limited or not possible any longer. In case there is a contradicting statutory obligation for SAP to retain your Personal Data, SAP will block it against further processing and then delete the relevant Personal Data when the requirement to retain it has ceased.

## **Sharing Your Personal Data Recipients of Data**

SAP will not send your personal data outside the SAP Group except to the recipients listed below, unless we are otherwise required to do so by applicable laws.

The following categories of recipients may receive personal data:

- Service Providers, who help SAP provide the Service as described above
- Other SAP Group Companies.

## **Non-Users Interacting with Service Users**

If you are not a user of the Service, we may receive information about you because you have interacted with a user of our Service. For instance, we may receive your email address when a user invites you to participate with the Service. You may also receive email notifications generated by the Service when a user assigns a task to you.

## **Transmission of Personal Data to a non-EEA Country**

As part of a global group of companies, SAP has affiliates and third-party service providers within as well as outside of the European Economic Area (the "EEA").As a consequence, for individual users, whenever SAP is using or otherwise processing your Personal Data for the purposes set out in this Privacy Statement, SAP may transfer your Personal Data to countries outside of the EEA including to such countries in which a statutory level of data protection applies that is not comparable to the level of data protection within the EEA. Whenever such transfer occurs, it is based on the Standard Contractual Clauses(according to EU Commission

Decision 87/2010/EC or any future replacement) in order to contractually provide that your Personal Data is subject to a level of data protection that applies within the EEA. You may obtain a redacted copy (from which commercial information and information that is not relevant has been removed) of such Standard Contractual Clauses by sending a request to privacy at sap dot com. For enterprise users, the transfer of data is governed by the agreement your organization has with SAP.

## **European Data Protection Rights**

For individual users, you can request from SAP at any time information about which Personal Data SAP processes about you and the correction or deletion of such Personal Data. Please note, however, that SAP can or will delete your Personal Data only if there is no statutory obligation or prevailing right of SAP to retain it. Kindly note further that if you request that SAP deletes your Personal Data, you will not be able to continue to use any SAP service that requires SAP's use of your Personal Data. If SAP uses your Personal Data based on your consent or to perform a contract with you, you may further request from SAP a copy of the Personal Data that you have provided to SAP. In this case, please contact the email address below and specify the information or processing activities to which your request relates, the format in which you would like this information, and whether the Personal Data is to be sent to you or another recipient. SAP will carefully consider your request and discuss with you how it can best fulfill it. Furthermore, you can request from SAP that SAP restricts your Personal Data from any further processing in any of the following events: (i) you state that the Personal Data SAP has about you is incorrect, (but only for as long as SAP requires to check the accuracy of the relevant Personal Data), (ii) there is no legal basis for SAP processing your Personal Data and you demand that SAP restricts your Personal Data from further processing, [or] (iii) SAP no longer requires your Personal Data but you claim that you require SAP to retain such data in order to claim or exercise legal rights or to defend against third party claims or (iv) in case you object to the processing of your Personal Data by SAP (based on SAP's legitimate interest as further set out above) for as long as it is required to review as to whether SAP has a prevailing interest or legal obligation in processing your Personal Data. If you take the view that SAP is not processing Personal Data in accordance with the requirements set out herein or applicable EEA data protection laws, you can at any time lodge a complaint with the data protection authority of the EEA country where you live or with the data protection authority of the country or state where SAP has its registered seat. This Service is not directed to users of an age of below 16 years. If you are younger than 16, you may not register with and use this Service. For enterprise users, if you wish to exercise your European data protection rights, you will need to contact your organization.

## **United States**

For users in the United States of America, the following additional provisions apply:

### **California Do Not Track Disclosure**

We use cookies to deliver personalized content, to save you having to re-enter your password repeatedly, to keep track of your shopping cart, and to tailor our information offerings to how you and others use the site. Cookies are identifiers that can be sent from a site via your browser to be placed on your computer's hard drive. Thereafter when you visit a site, a

message is sent back to the web server by the browser accessing the site. Your browser may allow you to set a “Do not track” preference, which tells sites you visit that you do not want these messages to be submitted. Our site does not honor “Do not track” requests, but you may elect not to accept cookies by changing the designated settings on your web browser. However, not utilizing cookies may prevent you from using certain functions and features of our site. This site does not allow third parties to gather information about you over time and across sites.

## **US Children's Privacy**

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 this Privacy Statement.

**Updated: 27 February 2019**

# **Ruum by SAP Privacy Statement**

**Validity: 28<sup>th</sup> February 2018 to 26<sup>th</sup> February 2019**

Protecting the individual's privacy on the Internet is crucial to the future of Internet-based business and the move toward a true Internet economy. SAP has created this privacy statement to demonstrate our firm commitment to the individual's right to privacy. This Privacy Statement outlines our personal information handling practices for this website. Data controller in case of Ruum by SAP is SAP SE, Dietmar-Hopp-Allee 16, 69190 Walldorf ("SAP"), with its data protection officer Mathias Cellarius (privacy@sap.com). This Privacy Statement covers this Ruum by SAP website and other sites that reference this Privacy Statement. 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.

## **Global Privacy Fundamentals**

Our privacy practices reflect current global principles and standards on handling personal information. These principles include notice of data use, choice of data use, data access, data integrity, security, onward transfer, and enforcement/oversight. We abide by the privacy laws in the countries where we do business.

## **Personal Data Collected: Use and Purpose**

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. We will not subsequently change the way your personal data is used without your consent, as required by applicable law. SAP requires your First and Last Name, Email Address and IP Address ("Personal Data") to fulfill its obligation to deliver the Ruum by SAP service to you, to provide the ability to create personal profile areas and view protected content and to provide customer feedback and support, including communication via email.

SAP and its products, technologies, and services are subject to the export laws of various countries including, without limitation, those of the European Union and its member states, and of the United States of America. You acknowledge that, pursuant to the applicable export laws, trade sanctions, and embargoes issued by these countries, SAP is required to take measures to prevent entities, organizations, and parties listed on government-issued sanctioned-party lists from accessing certain products, technologies, and services through SAP's websites or other delivery channels controlled by SAP. This may include (i) automated checks of any user registration data as set out herein and other information a user provides about his or her identity against applicable sanctioned-party lists; (ii) regular repetition of such checks whenever a sanctioned-party list is updated or when a user updates his or her information; (iii) blocking of

access to SAP's services and systems in case of a potential match; and (iv) contacting a user to confirm his or her identity in case of a potential match.

Additionally, SAP will use the Personal Data for its legitimate purposes to:

- Tailor information about our products and services to your individual interests. For example, during a visit to our site, it allows us to provide you with specific information on products and services that may be of interest.
- In the case of IP addresses, help diagnose problems, to administer our website, and to gather demographic information. We may also use IP addresses or other information, such as your Ruum by SAP user information you have shared on this website or at any earlier occasion or a campaign code, to determine which pages on our sites are being visited and topics that may be of interest so we can provide you with information about relevant products and services. Generally, SAP will aggregate such data only in an anonymous way and will not tie it to a particular individual unless he or she has given consent. When you visit our site, we recognize only your domain name. SAP will only gather information related to your visit to this website or other SAP Group sites. We do not track or collect personal information from your visits to companies or entities outside the SAP Group of companies.
- Transfer your Personal Data within SAP's group of undertakings to the extent necessary for internal administrative purposes.
- Prevent or prosecute criminal activities such as fraud, if required.
- Invite you to participate in questionnaires and surveys. These questionnaires and surveys will be generally designed in a way that they can be answered without any Personal Data. If you nonetheless enter Personal Data in a questionnaire or survey, SAP may use such Personal Data to improve its products and services.
- Create anonymized data sets, which will then be used to improve SAP's and its affiliates' products and services.

Finally, you consent that SAP may use your Personal Data to keep you up to date on the latest product announcements, software updates, software upgrades, security patches, system enhancements, special offers, events and other information. Any such use of information is based on the consent you grant hereunder. SAP may transfer your personal data to other affiliated companies within the SAP's group of undertakings for the purpose to inform you about SAP's latest products, service offers and events in the same way as SAP may hereunder. Any such use of information is based on the consent you grant hereunder.

Any provision of Personal Data is entirely voluntarily for you. However, without this information it will unfortunately not be possible for SAP to deliver the Ruum by SAP services to you.

Ruum by SAP is not directed to users of an age of below 16 years. If you are younger than 16, you may not register with and use Ruum by SAP.

Ruum by SAP is not intended to process special categories of personal data or sensitive personal data.

## **Automated Tools; Analytics**



In addition to the information you provide, SAP may also collect information during your visit to an SAP website through automated tools, which include Web beacons, cookies, embedded Web links, and other commonly used information-gathering tools. These tools collect certain standard information that your browser sends to our website such as your browser type and language, access times, and the address of the website from which you arrived at an SAP website. Using these tools, SAP is also able to confirm receipt of e-mails that the recipient consented to receive, and can track other information such as pages visited on the site and whether or not the recipient registers for an event offered by SAP and certain other aggregate data that is not related to a particular individual.

SAP is in particular currently using the following Automated Tools for the purposes set out below:

Google Analytics. To provide website visitors the ability to prevent their data from being used by Google Analytics, Google has developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js) available at <https://tools.google.com/dlpage/gaoptout>. If you want to opt-out, download and install the add-on for your web browser. The Google Analytics opt-out add-on is designed to be compatible with Chrome, Internet Explorer 8-11, Safari, Firefox and Opera. In order to function, the opt-out add-on must be able to load and execute properly on your browser. For Internet Explorer, 3rd-party cookies must be enabled. Learn more about the opt-out and how to properly install the browser add-on [here](#).

## Retention periods

SAP will only store your Personal Data for the following periods as applicable:

- for Personal Data required to deliver the Ruum by SAP Service, for as long as it is required to allow you to participate in Ruum by SAP.
- where SAP's use of your Personal Data is based on SAP's legitimate business interest as further stated herein, either until your participation has ended or until you object against such use by SAP; and
- where the processing of your Personal Data is based on your consent either until your participation has ended or until you revoke your consent granted hereunder

plus, in each case and where applicable, any additional periods under applicable laws during which SAP has to retain your Personal Data.

Please direct any such objections to [feedback@ruumapp.com](mailto:feedback@ruumapp.com). Kindly note that in this case the use of certain services or offerings may either be limited or not possible any longer. In case there is a contradicting statutory obligation for SAP to retain your Personal Data, SAP will block it against further processing and then delete the relevant Personal Data when the requirement to retain it has ceased.

## Sharing Your Personal Data

SAP will not send your personal data outside the SAP Group except to the recipients listed below, unless we are otherwise required to do so by applicable laws.

The following categories of recipients may receive personal data:

- Service Providers, who help SAP provide the Service.
- Analytics tools providers, as and to the extent described below in “Analytics”
- Other SAP Group Companies

## Details of transfers outside the EU

As part of a global group of companies, SAP has affiliates and third-party service providers within as well as outside of the European Economic Area (the “EEA”). As a consequence, whenever SAP is using or otherwise processing your Personal Data for the purposes set out in this Privacy Statement, SAP may transfer your Personal Data to countries outside of the EEA including to such countries in which a statutory level of data protection applies that is not comparable to the level of data protection within the EEA. Whenever such transfer occurs, it is based on the Standard Contractual Clauses (according to EU Commission Decision 87/2010/EC or any future replacement) in order to contractually provide that your Personal Data is subject to a level of data protection that applies within the EEA. You may obtain a redacted copy (from which commercial information and information that is not relevant has been removed) of such Standard Contractual Clauses by sending a request to [privacy@sap.com](mailto:privacy@sap.com).

## Links to Other Sites

This site may contain links to other sites. SAP is not responsible for the privacy practices or the content of other websites outside the SAP Group of companies.

## Country-Specific Disclosures

### *United States.*

#### **California Do Not Track Disclosure**

We use cookies to deliver personalized content, to save you having to re-enter your password repeatedly, to keep track of your shopping cart, and to tailor our information offerings to how you and others use the site. Cookies are identifiers that can be sent from a site via your browser to be placed on your computer's hard drive. Thereafter when you visit a site, a message is sent back to the web server by the browser accessing the site. Your browser may allow you to set a “Do not track” preference, which tells sites you visit that you do not want these messages to be submitted. Our site does not honor “Do not track” requests, but you may elect not to accept

cookies by changing the designated settings on your web browser. However, not utilizing cookies may prevent you from using certain functions and features of our site. This site does not allow third parties to gather information about you over time and across sites.

## **Children's Privacy**

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 this Privacy Statement.

**Russia.** The below applies to users residing in the Russian Federation:

The services hereunder are not intended for use by the citizens of the Russian Federation, who reside in Russia. If you are a Russian citizen residing in Russia, you are hereby notified, that any Personal Data that you input into the services will be solely at your own risk and responsibility, you explicitly agree that SAP may accumulate your Personal Data and will process this data in the US and in other countries and that you will not hold SAP accountable for any potential nonobservance of the Russian Federation legislation.

## **Inquiries, Access and Updating Your Personal Data**

SAP needs your help in keeping the personal data you have shared with us accurate and up to date. If you are a registered user, you may make these updates yourself online under “My Account”. You may also make these updates or other changes by sending an email to [feedback@ruumapp.com](mailto:feedback@ruumapp.com).

You can request from SAP at any time information about which Personal Data SAP processes about you and the correction or deletion of such Personal Data. Please note, however, that SAP can or will delete your Personal Data only if there is no statutory obligation or prevailing right of SAP to retain it. Kindly note further that if you request that SAP deletes your Personal Data, you will not be able to continue to use any SAP service that requires SAP’s use of your Personal Data.

You may withdraw your consent for SAP to process Personal Data as stated herein at any time. Once you assert this right, SAP will not process your Personal Data any longer unless legally required to do so. However, any withdrawal has no effect on past processing by SAP up to the point in time of your withdrawal. Please direct any such request to [feedback@ruumapp.com](mailto:feedback@ruumapp.com).

Furthermore, you can request from SAP that SAP restricts your Personal Data from any further processing in any of the following events: (i) you state that the Personal Data SAP has about you is incorrect, (but only for as long as SAP requires to check the accuracy of the relevant Personal Data), (ii) there is no legal basis for SAP processing your Personal Data and you demand that SAP restricts your Personal Data from further processing, or (iii) SAP no longer requires your Personal Data but you claim that you require SAP to retain such data in order to claim or exercise legal rights or to defend against third party claims or (iv) in case you object to the

processing of your Personal Data by SAP (based on SAP's legitimate interest as further set out in Section B. below) for as long as it is required to review as to whether SAP has a prevailing interest or legal obligation in processing your Personal Data.

If you take the view that SAP is not processing Personal Data in accordance with the requirements set out herein or applicable EEA data protection laws, you can at any time lodge a complaint with the data protection authority of the EEA country where you live or with the data protection authority of the country or state where SAP has its registered seat.

If you have any other questions about this privacy statement or if you wish to inspect the information we hold about you, please contact [feedback@ruumapp.com](mailto:feedback@ruumapp.com).

Updated: February 28, 2018

# **RUUM BY SAP Privacy Statement**

**Validity: 2<sup>nd</sup> February 2017 to 27<sup>th</sup> February 2018**

Protecting the individual's privacy on the Internet is crucial to the future of Internet-based business and the move toward a true Internet economy. SAP America, Inc. ("SAP") has created this privacy statement to demonstrate our firm commitment to the individual's right to privacy. This Privacy Statement outlines our personal information handling practices for this website.

This Privacy Statement covers this RUUM BY SAP website and other sites that reference this Privacy Statement. 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.

## **Global Privacy Fundamentals**

Our privacy practices reflect current global principles and standards on handling personal information. These principles include notice of data use, choice of data use, data access, data integrity, security, onward transfer, and enforcement/oversight. We abide by the privacy laws in the countries where we do business.

## **Consent**

By using this Website, you consent to the collection and use of the information as described here. If we decide to make changes to this Privacy Statement, we will post the changes on this site so that you will always know what information we collect, and how we use it.

From time to time, as may be required by applicable law, we may also seek your explicit consent to process certain data and information collected on this website or volunteered by you.

## **Collection and Processing of Your Personal Data**

To serve you better and understand your needs and interests, SAP collects, exports, and uses personal information with adequate notice and consent, along with required filings with data protection authorities, when applicable.

When you visit our web site, we may record your IP address and use cookies and other Internet technologies (referred to below as Automated Tools and Embedded Web Links) to gather general information about our visitors and their interests. The technologies used and the information collected are described in more detail below.

We may further collect and process any information and data that you volunteer to us, e.g. when you register for events, subscribe to newsletters, participate in online surveys, discussion groups or forums, or when make purchases.

## **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. We will not subsequently change the way your personal data is used without your consent, as required by applicable law. Some of the ways we may use your personal data include, but are not limited to:

- To deliver the Services.
- To keep you up to date on the latest product announcements, software updates, software upgrades, security patches, system enhancements, special offers, and other information.
- To tailor information about our products and services to your individual interests. For example, during a visit to our site, it allows us to provide you with specific information on products and services that may be of interest.
- To provide the ability to create personal profile areas and view protected content.
- To provide customer feedback and support.
- To conduct questionnaires and surveys in order to provide better products and services to our customers and end users. Your completion of any questionnaires is voluntary and
- To meet contractual obligations.

## **IP Addresses**

We use IP addresses to help diagnose problems, to administer our website, and to gather demographic information. We may also use IP addresses or other information, such as your RUUM BY SAP user information you have shared on this website or at any earlier occasion or a campaign code, to determine which pages on our sites are being visited and topics that may be of interest so we can provide you with information about relevant products and services. Generally, SAP will aggregate such data only in an anonymous way and will not tie it to a particular individual unless he or she has given consent. When you visit our site, we recognize only your domain name.

SAP will only gather information related to your visit to this website or other SAP Group sites. We do not track or collect personal information from your visits to companies or entities outside the SAP Group of companies.

## **Automated Tools**

In addition to the information you provide, SAP may also collect information during your visit to an SAP website through automated tools, which include Web beacons, cookies, embedded Web links, and other commonly used information-gathering tools. These tools collect certain standard information that your browser sends to our website such as your browser type and language, access times, and the address of the website from which you arrived at an SAP website. Using these tools, SAP is also able to confirm receipt of e-mails that the recipient consented to receive, and can track other information such as pages visited on the site and whether or not the recipient

registers for an event offered by SAP and certain other aggregate data that is not related to a particular individual.

## **Embedded Web Links**

Emails from SAP often use links designed to lead you to a relevant area on the Web, after redirection through SAP 's servers. The redirection system allows SAP to change the destination URL of these links, if necessary, and to determine the effectiveness of our marketing initiatives.

In emails, such links may also allow SAP to determine if you have clicked on a link in the email, and the information about this interaction may be connected to your personal identity. If you do not want SAP to collect information about the links you clicked, you can simply choose not to click on the links in an e-mail that SAP sends you.

## **Cookies; Do Not Track Disclosure**

We use cookies to deliver personalized content, to save you having to re-enter your password repeatedly, to keep track of your shopping cart, and to tailor our information offerings to how you and others use the site. Cookies are identifiers that can be sent from a site via your browser to be placed on your computer's hard drive. Thereafter when you visit a site, a message is sent back to the web server by the browser accessing the site. Your browser may allow you to set a "Do not track" preference, which tells sites you visit that you do not want these messages to be submitted. Our site does not honor "Do not track" requests, but you may elect not to accept cookies by changing the designated settings on your web browser. However, not utilizing cookies may prevent you from using certain functions and features of our site. This site does not allow third parties to gather information about you over time and across sites.

## **Google Analytics**

This website also makes use of Google Analytics. To provide website visitors the ability to prevent their data from being used by Google Analytics, Google has developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js) available at <https://tools.google.com/dlpage/gaoptout>.

If you want to opt-out, download and install the add-on for your web browser. The Google Analytics opt-out add-on is designed to be compatible with Chrome, Internet Explorer 8-11, Safari, Firefox and Opera. In order to function, the opt-out add-on must be able to load and execute properly on your browser. For Internet Explorer, 3rd-party cookies must be enabled. Learn more about the opt-out and how to properly install the browser add-on [here](#).

## **E-mail Addresses**

If you choose to give us your e-mail address, we will communicate with you via e-mail. We do not share your e-mail address with others outside the SAP Group of companies. You can choose not to receive any more email at any time.

Depending on how your e-mail application is set up, information about you may be transmitted automatically when you send e-mail to SAP.

If you choose to register for third-party services, we may need to send some information from your RUUM by SAP registration to the service provider, possibly including your e-mail address.

## **Sharing Your Personal Data**

As a global company, SAP operates a number of Web sites around the world. Any data and information that you volunteer or that is otherwise collected on one of our sites in any one country may be sent electronically to a server for one of these sites in another country. We safeguard your privacy interests around the world by ensuring that this site adheres to our data protection principles described in this statement.

Companies in the SAP Group may use the information internationally in connection with processing your inquiries and orders, to help improve our products and services and for processing and storage.

We may also share such information with business partners, service vendors, authorized third-party agents or contractors in order to provide a requested service or transaction, providing customer support, or providing you with information on products and services that may be of interest to you.

We only provide these third parties with the minimum amount of personal data necessary to provide the services on our behalf, and the third parties are not permitted to use your personal data except for the limited purpose of completing the requested service or transaction.

We do not sell or rent your personal data to third parties for marketing purposes unless you have granted us permission to do so.

We may respond to subpoenas, court orders, or legal process by disclosing your personal data and other related information, if necessary. We also may choose to establish or exercise our legal rights or defend against legal claims.

Circumstances may arise where, whether for strategic or other business reasons, SAP decides to sell, buy, merge or otherwise reorganize businesses in some countries. Such a transaction may involve, in accordance with applicable law, the disclosure of personal information to prospective or actual purchasers, or the receipt of it from sellers. It is SAP 's practice to seek appropriate protection for information in these types of transactions.

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.



While visiting the website you may be directed to content or functionality that is hosted by a third-party supplier, not SAP. Most often, this is done to host special events, such as contests or seminars. 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. For other, non-SAP sites, the site's owner's privacy policy will be referenced. It is SAP's practice to require such suppliers and business partners to handle information in a manner consistent with SAP's privacy statement.

## **Links to Other Sites**

This site may contain links to other sites. SAP is not responsible for the privacy practices or the content of other websites outside the SAP Group of companies.

## **Choice/Opt-Out**

We communicate with users who subscribe to our services on a regular basis via email, and we may also communicate by phone to resolve customer complaints or investigate suspicious transactions. We may use your email address to confirm your opening of an account, to send you notice of payments, to send you information about changes to our products and services, and to send notices and other disclosures as required by law. Generally, users cannot opt out of these communications, but they will be primarily informational in nature rather than promotional.

SAP provides you the opportunity to exercise an opt-out choice if you do not want to receive other types of communication from us such as emails or updates from us regarding new services and products offered on this website or if you do not want us to share your personal information with third parties. The opt-out choice may be exercised by contacting [feedback@ruumapp.com](mailto:feedback@ruumapp.com).

## **Data Retention**

SAP will not retain your personal data longer than is necessary to fulfill the purposes for which it was collected or as required by applicable laws or regulations.

## **Children's Privacy**

This website is not intended for children under the age of 13. SAP does not knowingly collect Personal Data from children under the age of 13.

## **Inquiries, Access and Updating Your Personal Data**

SAP needs your help in keeping the personal data you have shared with us accurate and up to date. If you are a registered user, you may make these updates yourself online under "My Account". You may also make these updates or other changes by sending an email to [feedback@ruumapp.com](mailto:feedback@ruumapp.com).

If you have any other questions about this privacy statement or if you wish to inspect the information, we hold about you, please contact:

Webmaster: [feedback@ruumapp.com](mailto:feedback@ruumapp.com)

## **Data Controller and Responsible Company**

The data controller for this Website is:

SAP America, Inc.  
3999 West Chester Pike  
Newtown Square  
19073

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