

This Privacy Collection Note was created on September 19, 2024.

## SAP Privacy Collection Notice

SAP SE, Dietmar-Hopp-Allee 16, 69190 Walldorf, Germany and its affiliates (hereinafter "We", "SAP", "Us" or "Our") will collect your Personal Data, including:

- Contact Data, such as first name, last name, email address.
- Personal Data related to the business relationship with SAP, such as company name, company size, industry, job title and role, job experience, SAP software products in use, experience with Our products.
- Demographic data (such as age, gender, location, language).
- Any other personal data you voluntarily enter.

The purpose for collecting your Personal Data is to invite you to user research activities. We desire to keep Our customers and partners satisfied with Our products and services and therefore ask them on a regular basis for their feedback. We collect your data, to be able to invite you to user research activities which are of interest to you. Providing your data and participating in user research activities is voluntary.

We will use your personal data for that purpose, and we may also use it to comply with our regulatory and legal obligations.

If the personal data is not collected, we will not be able to invite you to user research studies.

As SAP is part of a global organization, we may from time-to-time disclose Personal Data to an SAP Group company located in another country, or to a third-party contractor located in another country for our general business purposes, including inviting you to user research studies and data processing. We will only do this where it is necessary or appropriate to achieve the purposes set out in this Privacy Collection Notice or SAP's Privacy Statement.

We may disclose your personal data to companies within the [SAP Group](#) and the following third-party service provider: UserInterviews, Inc, a United States (Delaware) corporation, having a place of business at 228 Park Ave S, PMB 38712, New York, NY 10003.

Your Personal Data will be stored in systems on international servers. In this event the likely location of the storage will be in the United States of America. When we provide your personal data to these facilities it is kept secure and is managed by our related entities in strict accordance with our Privacy Statement.

More detailed information about the way SAP uses and discloses your Personal Data is set out in our [Privacy Statement](#).

You may seek access or correction of your Personal Data. Our Privacy Statement also includes information about how you may make a complaint about how your Personal Data has been handled.

Please address all requests or questions about how we deal with your Personal Data and requests for access to your personal data to [userresearch\\_panel\\_privacy\[@\]sap.com](mailto:userresearch_panel_privacy[@]sap.com)

