

SALESFORCE.ORG EVENTS APPLICATION PRIVACY STATEMENT

Last updated: March 2022

At salesforce.com, inc., trust is our #1 value. If the Salesforce.org Events app (the “App”) has been expressly designated by Salesforce for use in connection with the event you are attending (the “Event”), this Privacy Statement describes how Salesforce processes Personal Data that it collects on its own behalf from or through the App. The App is intended to help visitors, attendees, and participants navigate the Event, share their experiences, and connect to and engage with others using the App (“Users”).

A reference to “Salesforce,” “we,” “us” or the “Company” is a reference to salesforce.com, inc. The App and the Services exclude information obtained by Salesforce from publicly available sources or its third party content providers (“Content”) and any Web-based, mobile, offline or other software application functionality that interoperates with the App that is provided by a User or a third party and/or listed on an online directory, catalog or marketplace of applications that interoperate with the App (“Non-SFDC Application”). “Personal Data” means data that identifies or relates to an identifiable individual.

For the avoidance of doubt, Salesforce is the controller of this Personal Data, meaning that we determine how and why it is processed. Furthermore, this Privacy Statement applies solely to our processing of this Personal Data.

WHAT DATA DO WE COLLECT?

Personal Data collected directly from you

In connection with your download and use of the App, we may collect certain information, such as your name, username, password, email address, company affiliation, job title, attendee role, and other information that you provide.

Other data collected from your device

We may collect other data, including Personal Data, from your device, such as, without limitation:

- **Data about your device.** We collect certain data about your device automatically via log files, such as your Media Access Control (MAC) address, device ID, operating system name and version, and device manufacturer and model. We may also collect your IP address. We use data about your device to ensure the App functions properly, diagnose server problems, and administer the App.
- **Location data.** With your consent, we may collect precise geolocation information from your device.
- **Usage data.** We collect certain technical data related to your use of the App, such as the date and time your device accesses our servers, what data and files have been downloaded to the App on your device, the version of the App you are using, and the parts of the App that were visited. We use this data to ensure the App functions properly and to improve the App.
- **Analytics.** We collect data through Google Analytics to better understand how you use our app. You can opt out of the analytics in the Settings page of the Salesforce.org Events app. You can learn more about Google's practices by visiting www.google.com/policies/privacy/partners/.

Data collected from other sources. We may combine the foregoing types of data with data we already have or data provided by third parties, including third parties from whom we have purchased Personal Data.

Data about other individuals. If you provide Personal Data about other individuals to us, then you, and not Salesforce, are responsible for providing notice and obtaining consent as may be required by law.

OUR PURPOSES FOR PROCESSING PERSONAL DATA

We process Personal Data:

- Based on our legitimate interests or as necessary to administer, improve and provide to you the App. In particular, we may use Personal Data to analyze trends and usage, assess capacity requirements, identify opportunities and conduct surveys to better serve you and other Users and personalize content and features for you;
- Based on our legitimate interests, to keep the App secure, including through identity management and security monitoring to detect, prevent and respond to suspicious activity, fraud, intellectual property infringement, misuse of the App, violations of our terms or law and for other similar purposes; and
- Based on our legitimate interests or to comply with applicable law, to communicate with you, or to provide notices regarding our policies, terms and conditions.

With your consent, we may send in-App notifications to you regarding events, offers, and news.

HOW WE MAY SHARE YOUR PERSONAL DATA

We may share your Personal Data:

- With our service providers, who provide services such as IT and system administration and hosting, research and analytics, customer support and data enrichment for the purposes and pursuant to the legal bases described above; and
- Within the Salesforce corporate group and with companies that we acquire in the future when they are made part of the Salesforce corporate group. A list of companies currently within the Salesforce corporate group is provided as an exhibit to our Annual Report, available [here](#).

If you opt into the Attendee List or Networking features, your name, company affiliation, job title, bio, and photograph (if you have provided such information) may be shared with other Users, and other Users may send you direct messages in the App.

If you post a message in the Activity Stream feature, your name, company affiliation, job title, bio, and photograph (if you have provided such information), as well as the content of your message, may be shared with other Users, and other Users may comment on your message.

If you request contact from an event Sponsor within the App, your name, company, job title, email address, phone number, and content of your request may be shared with the Sponsor and governed by the Sponsor's privacy policies.

When we share your Personal Data as described above, we take reasonable steps to ensure that recipients provide the same or equal protection of your Personal Data as Salesforce provides here.

OTHER USES AND DISCLOSURES

On the basis of our legitimate interests or compliance with legal obligations, we may use or share your Personal Data as necessary or appropriate (a) to comply with applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including authorities outside your country of residence and to meet national security or law enforcement requirements; (d) to enforce our terms and conditions; (e) to protect our operations; (f) to protect the rights, privacy, safety or property of the Salesforce, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

We may also share your Personal Data with relevant third parties if we are involved in a corporate transaction, such as a merger, reorganization, dissolution or other fundamental corporate change, or if all or a portion of our business, assets or stock are acquired by a third party.

DATA RETENTION

Salesforce may retain your Personal Data for a period of time consistent with the original purpose of collection (see the "Our Purposes for Processing Personal Data" section above).

YOUR RIGHTS RELATING TO YOUR PERSONAL DATA

You have certain rights relating to your Personal Data, subject to local data protection laws. Depending on applicable laws, these rights may include:

- To access your Personal Data held by us;
- To rectify inaccurate Personal Data and, accounting for the purpose of processing the Personal Data, ensure it is complete;
- To delete your Personal Data;
- To restrict our processing of your Personal Data;
- To transfer your Personal Data to another controller;
- To object to any processing of your Personal Data carried out on the basis of our legitimate interests. Where we process your Personal Data for direct marketing purposes or share it with third parties for their own direct marketing purposes, you can exercise your right to object at any time to such processing without having to provide any specific reason for such objection;
- To not be subject to a decision based solely on automated processing, including profiling, which produces legal effects;

- To the extent we base the collection, processing and sharing of your Personal Data on your consent, to withdraw your consent at any time, without affecting the lawfulness of the processing based on such consent before its withdrawal; and
- To not be denied goods or services in connection with the exercise of your rights.

To exercise your rights in connection with Personal Data processed by Salesforce on its own behalf, please contact us by using the information in the “Contacting us” section, below.

Some Users may update their user settings, profiles, organization settings and event registrations by logging into the App on their device and editing their settings or profiles.

HOW WE SECURE YOUR PERSONAL DATA

Salesforce takes reasonable and appropriate steps to protect the security of Personal Data against unauthorized or unlawful access, use, destruction, loss, alteration or disclosure. While we follow generally accepted standards to protect Personal Data, no method of storage or transmission is 100% secure.

INTERNATIONAL TRANSFER OF PERSONAL DATA

Your Personal Data may be collected, transferred to and stored by us in the United States and by our affiliates and third-parties which are based in other countries. The addresses of our offices where salesforce.com, inc. and its affiliates are located can be found [here](#).

Therefore, your Personal Data may be processed outside your jurisdiction and in countries which (a) are not subject to an adequacy decision by the European Commission or your local legislature or regulator, and (b) may not provide for the same level of data protection as your jurisdiction, such as the EEA. In this event, or if we transfer Personal Data to a third party that provides services to us, we will ensure that the recipient of your Personal Data offers an adequate level of protection, for instance by entering into the appropriate agreements and, if required, standard contractual clauses for the transfer of data as approved by the European Commission (Art. 46 GDPR), or we will ask you for your prior consent to such international data transfers.

CHANGES TO THIS PRIVACY STATEMENT

We will update this Privacy Statement from time to time to reflect changes in our practices, technologies, legal requirements and other factors. If we do, we will reflect this in the “Last updated” date at the top of this Privacy Statement.

CONTACTING US

To exercise your rights regarding your Personal Data, or if you have questions regarding this Privacy Statement or our privacy practices, please fill out [this form](#) or mail us at:

Salesforce Data Protection Officer (Salesforce Privacy Team)
Salesforce Tower, 415 Mission Street, 3rd Floor
San Francisco, CA 94105
USA

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. If, however, you believe that we have not been able to assist with your complaint or concern, and you are located in the EEA, you have the right to lodge a complaint with the competent supervisory authority.

ADDITIONAL DISCLOSURES FOR CALIFORNIA RESIDENTS

The California Consumer Privacy Act requires businesses to disclose whether they sell Personal Data. As a business covered by the CCPA, we do not sell Personal Data. We may share Personal Data with third parties or allow them to collect Personal Data from the App if those third parties are authorized service providers or business partners who have agreed to our contractual limitations as to their retention, use, and disclosure of such Personal Data.