Privacy Statement
for Event Registration and Virtual Meetings

For your participation in this event, the inviting **Bayer legal entity*** (hereinafter "***us***" or "***we***") will process your personal data. This includes data that is processed for event registration and using the registration of the Strategic Meetings Management Program (hereinafter "***SMMP***" or "***Website***") and, depending on the nature of the event, data that is processed in case of virtual (online) meetings. In the following, we wish to provide you with the respective data privacy information. Further information regarding the provider of the Website can be found here.

A. Handling of personal data

I. Using the SMMP

When you call up our registration landing page, your browser will transfer certain information to our web server. This is done for technical reasons and required to make the requested information available to you. To facilitate your access to the registration site, the following information are collected, briefly stored and used:

- IP address
- date and time of access
- Time zone difference to Greenwich Mean Time (GMT)
- Content of request (specific site)
- Status of access/HTTP status code
- Transferred volume of data
- Website requesting access
- Browser, language settings, version of browser software operating system and surface

The legal basis for the handling of your personal data results from the fact that such handling is required to make available the functionalities of the SMMP requested by you (Art. 6(1)(b) General Data Protection Regulation). Moreover, to protect our legitimate interests, we will store such information for a limited period of time in order to be able to initiate a tracking of personal data in the event of actual or attempted unauthorized access to our servers (Art. 6(1)(f) General Data Protection Regulation).

Setting of cookies**

This SMMP uses so-called "cookies". Cookies are small text files that are stored in the memory of your terminal via your browser. They store certain information (e.g. your preferred language or site settings) which your browser may (depending on the lifespan of the cookie) retransmit to us upon your next visit to our Website.

This website uses only cookies without which the functionality of our SMMP would be reduced. No cookies for website analysis, marketing purposes or the like are used.

You may use our registration site without any cookies being set. For this, you can configure your browser respectively and completely deactivate the use of cookies. This may, however, lead to a restriction of the functions or have adverse effects on the user-friendliness of our SMMP.

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Use of contact forms

The Website provides the possibility to contact us via a contact form. If you make use of this, we process the following information:

- Name, surname, gender and title
- Contact data (e.g. E-Mail address, phone number)
- Any information you provide to us in your message

We process information provided by you via contact forms exclusively for the processing of your specific request. We delete this information as soon as it is no longer required anymore in order to process or follow up on your request. The legal basis for the handling of your respective personal data is our legitimate interest to answer your questions (Art. 6(1)(f) General Data Protection Regulation).

This Website is not intended or designed for communications regarding side effects, lack of therapeutic effect, medication errors, grey market products/counterfeit medicine, incorrect or off-label use, quality complaints and/or other issues regarding the safeness or quality of Bayer products. If you wish to report side effects or make a quality complaint, please contact your health care professional (e.g. physician or pharmacist), your local health authority, or use our Website for the report of undesirable side effects.

If you nevertheless report to us undesirable side effects or other issues regarding the safeness or quality of Bayer products, we will be legally bound to deal with your communication and may have to contact you for clarification purposes. Subsequently, we may have to notify the competent health authorities of the issues reported by you. In this context, your information will be forwarded in pseudonymized form, i.e. no information by which you may be directly identified will be passed on. We may also have to forward these pseudonymized notifications to our group companies and cooperation partners, to the extent these are likewise obliged to notify their respectively competent health authorities.

II. Event registration and organization

In order to register you for an event, we may require the following categories of personal data from you:

- Name, surname, gender and title
- Contact data and work data (address, phone, email address, job title …)
- Company information
- **EFPIA data, if applicable** (The EFPIA Disclosure Code is a voluntary commitment that requires all EFPIA member companies to disclose transfers of value to healthcare professionals and healthcare organizations. Under this code, all EFPIA member companies, including Bayer, will publish all direct and indirect, monetary and non-monetary transfers of value related to the development and commercialization of prescription-only human pharmaceuticals.)
- Requested Meeting attendance
- Travel preferences
- Hotel Accommodation
- Catering, dietary preferences, food allergies and intolerances
- Transfer
- Any other information that is voluntarily provided during online registration

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The legal basis for the processing of your personal data is the performance of a contract with you (Art. 6 (1) (b) General Data Protection Regulation).

After the registration you might adjust it either by yourself using the provided link and the confirmation number in your received confirmation e-mail or via your Bayer contact person.

The collected data is used to generate different participant lists such as rooming list, EFPIA reporting list and transfer list that are necessary for the administration and organization of the event. Your data will be stored for a period of 2 years after the event.

III. Virtual (online) Meetings

Our virtual meetings will make use of various technical event and meeting platforms provided by third party service providers. You will receive a personalized link with information on how to participate in the virtual meeting. When using event platforms, additional tools will either be embedded, or you will be directed by proactively clicking on provided links to the respective sessions or networking options.

The virtual meetings may be recorded, including audio, video, screen sharing, polling and questions asked in the Q&A tool or chat. Questions may be addressed anonymously, and the audio/video function may be disabled. Such recordings may be used for educational, scientific and/or promotional purposes. They may be shared with Bayer affiliates for local processing in different countries. In order to create these recordings, we will process the recording for example by cutting it, adding subtitles, adding voice-over in different languages, etc.

For virtual meetings, the following personal data will be processed:

- Participant data such as name, surname, address, job title, email address
- Company information
- Information regarding meeting attendance
- Tracking of overall meeting and individual session attendance duration
- Questions asked via Q&A tool and/or chat
- Other information that is voluntarily provided by the user during online registration or by accessing the platform

The collected data is stored in the meeting/event platform and used to generate a participation overview that is necessary for the administration and organization of the event. The legal basis for the processing is the performance of a contract with you (Art. 6 (1) (b) General Data Protection Regulation).

Furthermore, we will use this data to improve our interaction with you, especially our pre- and post-communication for this online event. The legal basis for this processing is our respective legitimate interest (Art. 6 (1) (f) General Data Protection Regulation).

B. Transfer of personal data for commissioned processing

For the processing of your personal data, we will to some extent use specialized service contractors, e.g. when using a virtual meeting platform. Such service contractors are carefully selected and regularly monitored by us. Based on respective data processor agreements, they will only process personal data upon our instruction and strictly in accordance with our directives.

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C. Transfer of data to third parties

We share your data with the following categories of third parties for the specified purpose:

Third Party	Scope and purpose of transfer
Hotel	To book an event and/or accommodation, to organize the schedule of events
Restaurants	To organise catering during the event
Transfer company	To organise transportation
Event agency	Provides event management services on behalf of Bayer
Virtual meeting/event platform provider	To realize online meetings/webinars
Translators	To translate information relevant in online meetings
Agencies for video processing	To process recordings
General Medical Council	To process official certification

Where applicable, information about the actual meeting attendance is forwarded to the respective General Medical Council.

D. Processing of personal data outside the EU / the EEA

Your personal data may in part also be processed in countries outside the European Union ("EU") or the European Economic Area ("EEA"), which may have a lower data protection level than European countries. In such cases, we will ensure that an appropriate level of protection is provided for your personal data, e.g. by concluding specific agreements with our contractual partners (copy available on request), or we will ask for your explicit consent to such processing.

E. Information regarding your rights

The following rights are in general available to you according to applicable data privacy laws:

- Right of information about your personal data processed by us;
- Right to request the correction, deletion or restricted processing of your personal data;
- Right to object to a processing based on our legitimate interest;
- Right to data portability;
- Right to file a complaint with a data protection authority;
- You may at any time with future effect withdraw your consent to the processing of your personal data. For further information please refer to the chapters above describing the processing of personal data based on your consent.

If you wish to exercise your rights, please address your request to the contact indicated below.

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F. Contact

For any questions you may have with respect to data privacy, please write an e-mail to ECM-Support@bayer.com or contact our company data protection officer at the following address:

Group Data Protection Officer
Bayer AG
51368 Leverkusen

Amendment of Privacy Statement

We may update our Privacy Statement from time to time. Updates of our Privacy Statement will be published on our Website. Any amendments become effective upon publication on our Website. We therefore recommend that you regularly visit the site to keep yourself informed on possible updates.

Last updated: **05.05.2022**

Appendix

*Bayer legal entities

KVP Pharma + Veterinär Produkte GmbH (0032)
Pallas Versicherung AG (0042)
Bayer Bitterfeld GmbH (0347)
Bayer Real Estate GmbH (0482)
Bayer Gastronomie GmbH (0522)
Bayer Vital GmbH (0932)
Bayer Direct Services (1121)
TravelBoard GmbH (1182)
Bayer CropScience Deutschland GmbH (1341)
GP Grenzach Produktions GmbH (1546)
Bayer Consumer Care AG (1611)
North Data GmbH (1829)
Bayer CropScience Biologics GmbH (1898)
Steigerwald Arzneimittelwerk GmbH (1915)
Bayer CropScience Schweiz AG (1994)
Bayer AG (2000)
Jenapharm GmbH & Co. KG (2030)
Bayer Weimar GmbH und Co. KG (2031)

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****List of cookies**

Performance Cookies

The cookies listed in the table immediately below are used on the Cvent event website and registration process. They are required for the site to function properly or critical to performance monitoring.

Product	Object Name	Object Type	Expiration Type	Category	Purpose	Module/Area	Domain Scope	Duration
FLEX Events	JSESSIONID	Cookie	Session	Performance	Client-side performance	Attendee Site	.nr-data.net	Session
FLEX Events	eventguestside-service-session	Cookie	Session	Functional	Authentication and retention of session data	Attendee Site	web.cvent.com	Session
FLEX Events	registration-<eventId>	Local storage	Persistent	Functional	Support multi tabs and coming back to completed registration	Attendee Site	web.cvent.com	n/a
FLEX Events	sharePromptFor <confirmationNumber>	Local storage	Persistent	Functional	Track if we've prompted users to share on social media	Attendee Site	web.cvent.com	n/a

3rd Party Use Cookies

The cookies listed in the table immediately below can be used by Cvent customers on their event website and registration process. They will be dropped only if the feature to which they correspond has been enabled on the event website by the customer. If the corresponding feature is not enabled for the event, the cookie will not be dropped when visitors access the site.

Product	Object Name	Object Type	Expiration Type	Category	Purpose	Module/Area	Domain Scope	Duration
FLEX Events	guest_id	Cookie	Persistent	3rd Party Use	Twitter drops on our site to track Twitter integration and sharing	Attendee Site - Share Widget	.twitter.com	3 months
FLEX Events	personalization_id	Cookie	Persistent	3rd Party Use	Twitter drops on our site to track Twitter integration and sharing	Attendee Site - Share Widget	.twitter.com	3 months
FLEX Events	tfw_exp	Cookie	Persistent	3rd Party Use	Twitter drops on our site to track Twitter integration and sharing	Attendee Site - Share Widget	.twitter.com	2 weeks
FLEX Events	_ga	Cookie	Persistent	Analytics	Universal Google Analytics	Attendee Site - Google Analytics	.cvent.com	730 days
FLEX Events	_gat	Cookie	Persistent	Analytics	Universal Google Analytics	Attendee Site - Google Analytics	.cvent.com	1 minute
FLEX Events	_gid	Cookie	Persistent	Analytics	Universal Google Analytics	Attendee Site - Google Analytics	.cvent.com	1 day
FLEX Events	_pinterest_cm	Cookie	Persistent	3rd Party Use	Integration with Pinterest	Attendee Site - Social Media Feed Widget	.pinterest.com	4 months
FLEX Events	lang	Cookie	Session	3rd Party Use	Integration with Twitter	Attendee Site - Social Media Feed Widget	cdn.syndication.twimg.com	Session
FLEX Events	metrics_token	Cookie	Persistent	3rd Party Use	Integration with Twitter	Attendee Site - Social Media Feed Widget	.syndication.twitter.com	1 month

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