VMworld 2017 Mobile Application Privacy Statement
July 23, 2017

General Information

VMware respects the privacy of our customers, business partners and end users. We recognize the need for appropriate protections and management of your personal information that you provide to us. VMware has therefore established this Privacy Statement to assist you to understand what personal information we collect and how that personal information is used. This Privacy Statement applies to data collected by VMware Inc. and its global subsidiaries and affiliate companies (collectively, "VMware") through the VMworld Mobile Application ("Application").

VMworld 2017 App

The Application is available to attendees who register for the VMworld 2017 events. It provides you with an online event plan including information on speakers, sessions, event map and your personal schedule. Your profile within the Application will be created using the basic information provided by you at registration. This information includes your name, company and title. You can opt in to additional features such as networking in order to search for and interact with other attendees at VMworld 2017 who have also opted in.

Transfer of Your Information to Other Countries

Given the Internet is a global environment and VMware a global business, using the Internet to collect and process your information necessarily involves the transmission and storage of data on an international basis. By using the Application, you acknowledge our processing of your information in this way. In addition, we may share your information with other VMware affiliates, subsidiaries and service providers for the purposes described in this Privacy Statement, some of whom may be based in international territories (e.g. the United States, Canada, India, and Ireland) which have data protection standards that are different to those in your country of residence. We will take steps to ensure that all information collected through the Application is treated securely and in accordance with this Privacy Statement. We will take adequate contractual or other steps to protect the relevant personal data in accordance with European and/or Swiss data protection law. When transferred, your information will remain protected in accordance with this Privacy Statement.

What personal information does VMware collect?

What personal information does VMware collect? In the Application, you can build a personal profile including information about your VMworld interests, view sessions, maps and agendas; learn about exhibitors, sponsors and speakers; provide valuable feedback; participate in the VMworld game; connect and interact with other event attendees; and share information about your experience at VMworld. When you use the Application, VMware may collect personally identifiable information and other information about you, your VMworld experience and your use of the Application. We may also collect device-related information (such as your mobile device type and unique ID, its operating system type and version device's as well as performance data (such as crash logs to assess the use and performance of the apps and other aggregate or statistical information related to your usage of

the app (for example, which features of the apps are most popular).

Like most mobile apps, VMware may also receive aggregated information about how VMworld attendees use the Application and participate in VMworld, including but not limited to: which topics and speakers are shared most often on social media, which screens are frequented the most, which events have the most attendees and details about the actions taken within the Application (such as how often attendees interact with the Application's features, which features are the most popular, and which features are used by attendees, as well as click-throughs).

In the event there is a technical malfunction or you ask for support, VMware may also receive information about your device and your use of the Application, including log files or other technical data.

Information collected through the Application may be supplemented with information you provide to VMware through other VMware services, websites, during the VMworld registration process and/or a request for support. The Application's settings menu contains certain choices for you about how your data could be used or shared with others. Please visit the settings menu to exercise any choices you may have. Please be aware that certain functionality within the Application may not be available if you do not opt-in to data sharing (for example the Application will not share your data with other attendees looking to meet and network unless you permit such limited sharing within settings).

This Application utilizes Google Analytics to collect data directly from device you use to access the service. The data collected and inferred is used by VMware to diagnose and improve this Application and services and to fix issues. Further information on how Google collects and uses this data when you use our Service can be found at www.google.com/policies/privacy/partners/ . This data collection made possible by the use of cookies. You may disable this data collection by Google Analytics by opting-out within the settings of this Application.

Information You Choose To Share with VMware and Others

The Application provides many ways for you to share your VMworld experiences and connect with other VMworld attendees. For example, you may choose to share information using the Application in the following ways:

- completing your personal profile with contact information, connecting social media accounts, and inserting descriptions of your professional experience, skills and interests
- sending messages to other attendees or e-mails to any of your contacts
- submitting survey feedback
- sharing information on your social media account or an outside website
- clicking on a promoted message
- earning points, unlocking badges or participating in VMworld games or contestsConnecting with LinkedIn to see if any of your contacts are attending VMworld

Information you choose to share - including personally identifiable information - may be received by VMware and may be viewable by other attendees.

How does VMware use personal information?

VMware uses the information we receive to provide to you with access to VMworld events, the services associated with this Application and to enhance your VMworld experience. Specifically, we use your information to: assist with our internal operations (including trouble shooting, data analysis, testing and service improvement); communicate with you; help you navigate through VMworld; deliver products/services to you (including the Application); enhance and improve your VMworld experience; allow you to interact with other attendees (and where, you opt-in, to make networking recommendations or location specific event information via Bluetooth push notifications where you have this enabled); allow you to interact with the VMworld game and to participate in the associated leaderboard; provide ongoing service and support; and to better understand your needs and interests. We may also pass on your information to a third party, such as a partner or sponsor or VMworld participant, if you have asked us to do so or in order for VMware to effectively support and manage VMworld. Occasionally we may use your information to contact you to complete surveys that we use for marketing and quality assurance purposes.

With whom does VMware share personal information?

Service Providers

VMware contracts with third party service providers and suppliers to deliver VMworld and/or services and customer solutions including this Application. VMware may share personal information with its service providers and suppliers and access is limited to the extent needed to deliver VMworld, the service, respond to requests for information on products or services, facilitate your VMworld experience or otherwise support your business needs. Third party service providers and suppliers receiving personal information are expected to apply the same level of privacy protection as contained in this Privacy Statement. They are required to keep confidential the personal information received from VMware and may not use it for any purpose other than as originally intended.

Sharing with VMworld Attendees

As stated above, the Application provides many ways for you to share your experiences and connect with other VMworld attendees or outside parties. Personal information, actions and information which you choose to post or share (including if you participate in the VMworld game) may be shared or accessible to others, including VMware and VMworld attendees.

The Application also allows you to share information on other third party sites, such as Facebook, LinkedIn and Twitter. If you choose to share information with a third party or on a third party site or application, you authorize VMware to share such information with your account provider and others, and you understand that the use of the shared information will be governed by the third party site and/or application's privacy policies.

As with most social media tools, information you choose to make public may be broadly and instantly disseminated on a global level. VMware encourages you to think carefully prior to sharing information with VMworld attendees or the public.

Some VMware services may be co-branded and offered in conjunction with another company. If you register for or use such services, both VMware and the other company may receive information

collected in conjunction with the co-branded services.

Except as described in this Privacy Statement, VMware is not in the business of selling or renting your information to others and will not share personally identifiable information with other third parties without your permission, unless required by, or in connection with, law enforcement action, subpoena or other litigation, or applicable law or to protect your or others' rights or property, or in connection with a prospective or actual sale, merger, transfer or other reorganization of all or parts of our business, or within the group of affiliated VMware companies, if and to the extent legally permissible.

We reserve the right to fully use and disclose any information that is not in personally identifiable form.

Rights to Access, Correct, or Delete Your Information, and Closing Your Account

If you would like to request access, correct or delete your personal information that we may have collected from you (possibly subject to handling fees), please contact privacy@vmware.com. To protect your privacy and security, we may take steps to verify your identity, such as a password and user ID, before granting access to data. We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services, contact us at privacy@vmware.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Information you have shared with others (for example, messages sent to other attendees or content sharing) may remain visible after you have closed your account or deleted the information from your own profile.

Security of Personal Information

VMware is committed to taking reasonable efforts to secure the personal data you choose to provide us. To protect the privacy of any personal information you may have provided, VMware employs industry-standard controls including physical access controls, encryption, Internet firewalls, intrusion detection, and network monitoring. In addition, access to confidential information is limited to those individuals and agents having a need to know.

Links to Non-VMware Websites and Third Parties

VMware or other users may provide links to third-party web sites for your convenience and information. If you access those links, you will leave the Application. VMware does not control those sites or their privacy practices, which may differ from VMware policy. We do not endorse or make any representations about third party web sites. The personal data you choose to give to unrelated third parties is not covered by the Application Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third party companies may choose to share their personal data with VMware and that sharing is governed by that third party company's privacy policy.

Contact Information

If you have any questions regarding this Privacy Statement or believe that the privacy of your personal information has not been respected, you may submit a complaint in writing to the attention of VMware's Office of the General Counsel, 3401 Hillview Ave, Palo Alto, California, 94304 or email: privacy@vmware.com. If you have a comment or concern that cannot be resolved with VMware directly, you may contact the competent local data protection authority.

Changes to this Statement

VMware will review and update this Privacy Statement periodically and will note the date of its most recent revision above. If we make material changes to this Statement, we will notify you either by prominently posting a notice of such changes prior to implementing the changes or by directly sending you a notification. We encourage you to review this Privacy Statement frequently to be informed of how VMware is protecting your information.