

Siemens Healthineers Privacy Notice for our Digital and Business Activities

Version: June 2026

This Privacy Notice explains how Siemens Healthineers processes personal information. It applies to personal information we collect through our websites, mobile applications, and social media pages that reference this Privacy Notice, as well as to personal information collected in connection with contracts, collaborations, communications, sales and marketing activities, partner and supplier relationships, events, and from third party sources.

The categories of data subjects to whom this Privacy Notice applies include our customers and their staff, event attendees, speakers, external financial institution and transaction partners, investors and shareholders, leads and prospective customers, press and media contacts, supplier, service provider or business partner staff or contact persons, professional advisers, visitors to premises, and website and social media users. In this Privacy Notice, these individuals are collectively referred to as "Contacts".

This Privacy Notice describes the types of personal information that we may collect from various sources in the context of your interactions with us, the purposes for which such personal data may be processed, the recipients to whom it may be disclosed, and the rights available to you with respect to our processing activities. It also outlines the measures we take to safeguard your personal information and explains how you can contact us about our privacy practices.

Siemens Healthineers may use artificial intelligence ("AI") technologies to support and improve our services. AI is used to assist processes such as customer support, communication, analytics, and personalization. AI does not result in solely automated decision-making within the meaning of Article 22 GDPR unless explicitly stated otherwise. For further details on our use of AI see the respective sections in this Privacy Notice. When you interact with AI-based assistance systems (e.g. chatbot, voice assistant), we inform you at the beginning of the interaction that you are communicating with an AI system (Article 50 AI Act).

The terms of this Privacy Notice are subject to any additional terms, disclaimers or other contractual terms you have entered into with Siemens Healthineers, and any applicable mandatory laws and regulations.

This Privacy Notice does not apply to personal information obtained through our Careers / HR website(s), or to products and services that post separate privacy policies.

Controller

In general, the Siemens Healthineers company (“we” or “us”) with which you have a relationship acts as the controller of personal data.

This applies in a particular as follows:

- If you have a contractual relationship with Siemens Healthineers: The data controller is the Siemens Healthineers company that is your (potential) contractual partner.
- If you attend a Siemens Healthineers event, whether online or on-site: The data controller is the Siemens Healthineers company that is organizing and conducting the event.
- If you visit our Siemens Healthineers website to submit a web form or register for an event: The data controller is the Siemens Healthineers company in the country you select in the registration or contact form or named in the corporate information on the website.

If a different controller applies in a specific case, this will be explicitly stated at the point of data collection.

The respective Siemens Healthineers company controlling your personal data is your primary contact for questions about your personal data.

You can visit the **local** websites by selecting the relevant country on this website. Here you will find an overview of all local company information and the applicable local privacy notices:

<https://www.siemens-healthineers.com/privacy-notice-overview>

Use of our website and our online services

When using our websites, Siemens Healthineers processes information that is technically necessary to enable communication and functionality. Such information may be automatically transmitted by your browser or device or processed through cookies or similar technologies.

On our websites, you can register for various Siemens Healthineers online services by providing personal data, for example to access technical product documentation, exchange information in user forums, visit event platforms, access information about your installed base, or purchase products via web shops.

For registration and use of our online services, Siemens Healthineers uses a central single sign-on service, allowing you to access multiple services with the same credentials. After registration, you may seamlessly switch between authorized applications.

Some online services provide their own dedicated privacy notice, which is available after logging into the respective service.

Which personal data does Siemens Healthineers process?

Siemens Healthineers processes the following personal data about you:

- **Contact and identification data**, such as name, email address, job role, company or institution, telephone number, work address, location and other information you provide
- **Financial, payment, compensation and payroll data**, including data required for payment processing and fraud prevention, such as credit or debit card numbers, security codes, and related payment or billing information used in web shops (e.g., sold-to and ship-to data)
- **Account, access and authentication data**, such as user ID (XIA account for online services), country, and language

- **User-generated content**, including comments, requests, feedback, likes, forum posts, and participation in groups of interest
- **Communication and correspondence data** such as self-selected preferences, areas of interest, and purchase history
- **IT and security logs, system and security event data, IT usage**, such as timestamps, device and browser type, IP address, pages visited, and date and time of requests
- **Consent and compliance information**, including versions of consent texts and Privacy Notices applicable to you
- **Training-related data**, including learning progress, assignments, and personalized recommendations
- **Support and equipment-related information**, such as ticket information and details about Siemens Healthineers equipment you use.

For what purposes does Siemens Healthineers use my data?

We process personal data to provide and operate our online services and their features, to secure access to our websites and applications, and to ensure an efficient and user-friendly experience. This includes improving and accelerating content delivery, adapting information to target groups and user preferences, and aligning the design and functionality of our websites with actual usage.

Personal data is also processed to monitor and protect our technical infrastructure, in particular to ensure IT security and cybersecurity, to provide secure and standardized authentication and authorization mechanisms, and to prevent and counter fraudulent or similar activities.

In addition, we analyze user behavior, user feedback and interactions in order to continuously improve our services, ensure a consistent user experience, and provide appropriate support. For this purpose, personal data from different interactions or services may be combined. We also use personal data to manage user accounts, consents and preferences, and to communicate with you, for example by sending notifications or creating documents related to the online services (such as confirmations, updates, invitations or certificates).

We may combine interactions across different devices, platforms, and sessions to create a unified user profile where permitted by applicable law and subject to appropriate safeguards, such as aggregation, pseudonymization, or the user's consent. In addition, we use third-party tracking technologies, including pixels, tags, or scripts, to measure the effectiveness of our marketing campaigns, analyze user interactions across websites and platforms, and build target audiences for advertising purposes, including the display of tailored advertisements on other websites and platforms (retargeting).

For detailed information on cookies and similar technologies, the legal basis and options to manage your cookie preferences, please refer to our [Cookie Notice](#).

Furthermore, personal data is processed to ensure compliance with our Terms of Use and applicable legal obligations (e.g. details about purchases to comply with the EU Data Act), to provide documentation and evidence, and to establish, exercise or defend legal claims.

To see and interact with advanced content objects such as 3D or augmented or virtual reality, Siemens Healthineers may process personal data in form of IP address, cookies, and browser information, which is technically required to deliver the necessary data directly from optimized hosting environments.

Which legal basis does Siemens Healthineers rely on?

Depending on the purpose, we process your personal data based on:

- **Art. 6 (1) (a) GDPR (consent)**, where you have given your consent
- **Art. 6 (1) (b) GDPR (contract)**, where processing is necessary for the performance of a contract or to take steps prior to entering into a contract
- **Art. 6 (1) (c) GDPR (legal obligation)**, where processing is necessary for compliance with a legal obligation
- **Art. 6 (1) (f) GDPR (legitimate interests)**, in particular to providing and improving our services, analyzing user behavior to enhance functionality, providing tailored support, ensuring technical stability and security, and establishing, maintaining, and developing business relationships with you.

Communications with Siemens Healthineers

Contact and Requests

You can contact us in various ways, e.g., directly via contact forms, on trade fairs, on social media, in a chat on our website, telephone, SMS, mailbox, voicebot, messenger or via email. You can also provide us with comments and feedback by participating in surveys.

We use AI to improve efficiency and create better experiences. In particular, we aim to provide the best possible support for your service requests. For example, we offer a chatbot—a digital assistant that recognizes your concerns and provides initial solutions.

When you call our customer service, an automatic topic recognition system helps resolve your issue quickly and efficiently during the call. No audio recording of the conversation takes place unless you have explicitly consented. Additionally, the conversation is automatically summarized using AI and stored in our system, so we are always up to date if your request needs further handling.

Which personal data does Siemens Healthineers process?

Siemens Healthineers processes the following personal data about you:

- **Contact and identification data**, such as name, work address, work telephone number, and work email address
- **Communication and correspondence data** such as content of e-mails, voice recording and transcripts, support requests
- **Feedback and survey data.**

For what purposes do Siemens Healthineers use my data?

Siemens Healthineers processes your personal data to respond to your inquiry, clarify your request, send quotes, contractual documents or reminders, and process your comments and feedback to improve our services. To the extent that these requests or inquiries have accounting or contractual significance, we will add them to the other contractual documents already associated with your company's account. In addition, Siemens Healthineers processes your data to ensure your inquiry is forwarded to the appropriate contact person, to document our correspondence with you, and to provide you with relevant and appropriate content. Your personal data will be stored in the applicable (CRM) systems and incorporated into your individual profile.

Which legal basis does Siemens Healthineers rely on?

Depending on the purpose, we process your personal data based on:

- **Art. 6 (1) (a) GDPR (consent)**, where you have given your consent
- **Art. 6 (1) (b) GDPR (contract)**, where processing is necessary for the performance of a contract or to take steps prior to entering into a contract

- **Art. 6 (1) (c) GDPR (legal obligation)**, where processing is necessary for compliance with a legal obligation.

Information about products and services or surveys

We provide you with marketing and sales information about our products and services in a variety of ways, such as using electronic communications, widgets, pop-ups, or other notifications.

You can subscribe to various newsletters (e.g. press releases, investor relations notification, products and services, etc.) and opt-in to receive marketing material that you can adapt to your interests on our website or in person at a trade fair. You may also request or download marketing information about products and services, such as brochures or white papers, or request a demo version of certain services, or a quote on our products. In addition, you can participate in surveys provided on our website, and you can contact us directly via contact forms and chatbots on our website and in particular provide your contact details.

In addition, personal data is processed to send information about goods and services we expect you are interested in, conducting other marketing activities, such as performing satisfaction surveys, marketing campaigns, market and user analyses, sweepstakes, contests, or other promotional activities or events as well as for training and quality assurance.

In some cases, you may be asked to give your consent to set cookies so that we can better understand your interests by analyzing your user behavior (e.g. information about the start and duration of a session, the time spent on each page of the shared marketing content, your operating system and web browser). More information can be found in the respective [Cookie Notice](#).

Which personal data does Siemens Healthineers process?

When you request or sign up for information, Siemens Healthineers processes the following personal data:

- **Contact and identification data** such as first and last name, title, email address, phone number, country, address
- **Communication and correspondence data**, such as job function, career stage, organization, areas of interest, attitude and perception towards Siemens Healthineers, buying behavior, and preferences (e.g., products or clinical specialties)
- **IT and security logs, system and security event data, IT usage** such as IP address, timestamp.

For what purposes does Siemens Healthineers use my data?

Siemens Healthineers uses this personal data to contact you and provide the requested information (e.g. whitepaper), to process your comments and feedback, and to adapt and prepare the information offered for specific target groups. Siemens Healthineers uses this personal data to maintain your contact data and to respond to and clarify your contact or request.

We also process your personal data for the purpose of sending you information about our products and services that may be interesting for you on the basis of our existing business relationship, as well as for satisfaction surveys. On an aggregated level, we process your personal data to measure the success of our campaigns and events.

Which legal basis does Siemens Healthineers rely on?

Depending on the purpose, we process your personal data based on:

- **Art. 6 (1) (a) GDPR (consent)**, where you have given your consent
- **Art. 6 (1) (b) GDPR (contract)**, where processing is necessary for the performance of a contract or to take steps prior to entering into a contract

- **Art. 6 (1) (c) GDPR (legal obligation)**, where processing is necessary for compliance with a legal obligation
- **Art. 6 (1) (f) GDPR (legitimate interests)**, in particular to enable providing requested materials and sending information or materials about our products and services as well as satisfaction surveys

Personalized communications based on personal interests and interactions

In some cases, Siemens Healthineers processes information about your interactions with us in order to support personalization activities, including segmentation, scoring, combining data sources and behavioural tracking as well as targeting and profiling. This allows us to generally align our communications and the presentation of products and services more closely with different interests and needs.

Which personal data does Siemens Healthineers process?

In order to personalize our communication and tailor it to you, we process data such as:

- **Contact and identification data** such as first and last name, title, email address, phone number, country
- **Communication and correspondence data**, such as job function, career stage, organization, areas of interest, attitude and perception towards Siemens Healthineers, buying behaviour, and preferences (e.g., products or clinical specialties), personal communications or that are publicly available (e.g. links to social media profiles, publications)
- **IT and security logs, system and security event data, IT usage** such as IP address, timestamp
- **Consent information**
- **Activity data**, such as attendance and duration of events you have attended, interactions you have had with us, documents you have downloaded
- Information about our business relationship with you (e. g. installed bases)
- **Feedback and survey data**, such as through web forms, user feedback
- **Information collected with cookies, beacons and pixels or similar technologies** such as information about your interactions with us, either on a statistically aggregated level or on an individual level, such as when you opened an email, whether you shared an email with a third party, which post you read, or when you downloaded a document through one of our platforms and technical identifiers like browser and device information.

For what purposes do Siemens Healthineers use my data?

Siemens Healthineers processes the information described above in order to identify your personal interest in our products and services and your business needs, and to improve our personal communications with you. We determine your current use of our products or services, your participation in and use of Siemens Healthineers offers, such as our websites, your participation in events, or your requests for marketing communications or newsletters, and your open and click behavior. This data is collected and sorted from various sources through which you interact with us, then combined and divided into segments (groups with certain common characteristics). Through the subsequent analysis and consolidation of the data, our offer and our communications are aligned with the interests determined for you and your profile created by us. This includes the performance of lead scoring and prioritization of sales-related activities to facilitate the identification of potential business opportunities and the development of our sales processes.

For this purpose, we may also use artificial intelligence, which helps us to better understand the interaction of our contacts and to measure the success of our offerings as well as predictive analytic models to identify customer needs.

For example, the content of our marketing material provided to you will be based on your participation in events, your interaction with us, and your product-specific interests, which we determine from the data about our business relationship with you. If we already have information about you, we may request missing data to complete your profile step-by-step. If you have consented to the use of cookies in accordance with our Cookie Notice, we can further analyse your browsing behaviour based on your unique identifiers, IP addresses, cookie IDs, and device/technical identifiers to personalize the offer for you based on your profile by processing the data collected by means of cookies or similar technologies.

We may also use your personal information to improve our business activities, such as to gain insights into our business, develop marketing strategies, and improve our products and services. In order to statistically evaluate the use of our services, we collect statistical data in aggregated form, which provides us with insights into the use of our services and interactions with our content. We process this data for statistical analysis with the aim of learning more about the users of our services and tailoring our content to the needs and interests of our users in the best possible way. Dashboards are created in aggregated form to show the success of campaigns and adapt market strategies based on the findings.

In addition to the information, you provide to us or that we collect as described above, we may also collect personal data from third party sources, such as publicly available sources, e.g., business-oriented social media networks or information brokers, that are authorized to share information with us to enrich your profile. We may use third-party providers to identify potential interest in our products or services, including at the level of potential customers and relevant job roles. These providers analyze content consumption and interactions and provide aggregated or attributed insights on interests, which we use to support marketing activities, including segmentation, targeting, and sales prioritization. In addition, we also use the services of market research institutes that prepare certain information for us.

If you consent, we use cookies, beacons or pixels to understand if and when a newsletter has been opened, what content has been read or shared with other people. We use this information to customize our offerings in general and to tailor our communication with you to your interests.

Which legal basis does Siemens Healthineers rely on?

Depending on the purpose, we process your personal data based on:

- **Art. 6 (1) (a) GDPR (consent)**, where you have given your consent, in particular regarding personalization and activating beacon and pixel. Where the processing of your personal data is based on your consent, we generally use a double opt-in procedure for the initial registration to our regular communication services in order to verify your consent, where required by applicable local law (e.g. in Germany) and where the e-mail address has not been verified otherwise. Once you have registered, you will receive an e-mail from us at the e-mail address you have provided with a request to confirm via a link that you are the owner of the e-mail address you have provided and that you would like to receive our communications. In each communication sent, you will find an unsubscribe link in the footer that you can use to withdraw your consent. In order to be able to process your revocation, we process your personal data.
- **Art. 6 (1) (b) GDPR (contract)**, where processing is necessary for the performance of a contract or to take steps prior to entering into a contract
- **Art. 6 (1) (c) GDPR (legal obligation)**, where processing is necessary for compliance with a legal obligation
- **Art. 6 (1) (f) GDPR (legitimate interests)**, in particular to maintain and optimize our relationship with you.

Participating in events

Siemens Healthineers organizes and offers physical and digital events, such as meetings, webinars, webcasts, live broadcast events, expert talks, management meetings, tradeshow, (press) conferences, or events specifically for journalists, analysts or investors, that can take place online and/or on-site.

Which personal data does Siemens Healthineers process?

If you register and participate in one of our events, Siemens Healthineers may process the following categories of personal data about you:

- **Contact and identification data**, such as name, gender, title, email address, phone number, preferred method of communication, preferred language
- **Communication and correspondence data**, such as function, position, company/institution, media/publisher, organization you represent, education, country/region, expertise, areas of interest (e. g. products, services, processes, trends in healthcare), webform submission via web forms, event apps, or personal communications
- **Activity data**, such as events you have participated in, interactions you have had with us, documents you downloaded
- **User-generated content**, such as posts, comments, photos, videos, audio, or other content generated by you
- **Travel data**, such as travel plans or preferences, e. g. regarding your accommodation
- **Visual imagery and audio data** such as photos and videos taken by Siemens Healthineers or third parties contracted by Siemens Healthineers
- **Feedback and survey data.**

In addition, we collect data for aggregated statistics. Part of these statistics are the number of registrations, booking information, and viewer numbers across all participants for an event.

Siemens Healthineers does not publish lists of attendees for our events but, in rare cases, your contact information may be visible to other attendees.

Sometimes, our events will be recorded. If we are recording and you are a presenter, your image and audio will be captured in the recording. If you are an attendee, in some cases, you may decide to share your image and audio during the session, for example, if you choose to interact in a Q&A session. For some events, we may publish the recording on our website or social media channels.

For what purposes do Siemens Healthineers use my data?

We use your personal data to plan, organize, execute and improve events, this includes for example:

- Ensuring your participation and access to the event, e.g., identify you as a participant, reserve your place, send you event-related communication or issue certificates of participation upon request
- Organizing and facilitating the event and providing you with our (user-friendly) service, e.g., adapting the event to your interest or contacting you on a personalized basis during and after the event; This may include activities such as (i) contacting you about the event logistics; (ii) handling any dietary requirements or access provision you may need (if we do so, we don't share this information in any identifiable way with the venue, and we delete it after the event); (iii) providing you access to the content of the event (e.g. link to the recording once the event has concluded); (iv) sending automated and manual emails, as well as calls from Siemens Healthineers representatives or designated agents
- Ensuring technical requirements, e.g., size the platform and streaming activity to provide a stable service

- Documenting an event internally and externally as well as in press and marketing activities, e.g., on the Siemens Healthineers intranet, on the Siemens Healthineers website, in social media or print media
- Settling the event, as some personal data is required for tax and accounting purposes, e.g., internal accounting such as the charging of costs, accommodation, or provision of costs in connection with the event. This also includes other activities that are required by law, such as internal documentation based on compliance regulations
- Personalizing your event experience, e.g., customizing future events to your interests, presenting more relevant content according to your areas of interest, making suggestions to complete or improve your preferences
- Conducting analytics, e.g., using data and feedback to understand the effectiveness of existing events, measure attendance, attention and engagement with an event, its processes, and its contents, improve our future event portfolio, evaluate, and optimize our services, review technical requirements (streaming quality, download rates, etc.)
- Conducting advertising or marketing activities, e. g., displaying ads, sending marketing communications
- Contacting you after the event to explore personalized commercial opportunities for Siemens Healthineers products or services, potentially based on your interactions during the event.

Which legal basis does Siemens Healthineers rely on?

Depending on the purpose, we process your personal data based on:

- **Art. 6 (1) (a) GDPR (consent)**, where you have given your consent
- **Art. 6 (1) (b) GDPR (contract)**, where processing is necessary for the performance of a contract or to take steps prior to entering into a contract
- **Art. 6 (1) (c) GDPR (legal obligation)**, where processing is necessary for compliance with a legal obligation
- **Art. 6 (1) (f) GDPR (legitimate interests)**, in particular for the following purposes:
 - (i) to ensure the functionality and technical stability of our events
 - (ii) to analyze and improve our event portfolio, provide participants with relevant information, maintain contacts, establish and expand long-term business relationships, and identify potential new customers
 - (iii) to tailor events for journalists, analysts, and investors and to support our public relations activities
 - (iv) to take and publish event photos and videos. We rely in particular on our interest in documenting the event and communicating it internally and externally. Where required by applicable law or where recordings focus on individual persons or are used beyond event documentation and reporting, we will rely on your consent under Art. 6 (1) (a) GDPR.

Subject to applicable local laws, any information we collect regarding dietary requirements or accessibility needs is collected on the basis of your consent, as such information may qualify as special category of personal data.

Social Media and embedded services

We maintain publicly accessible profiles on various social networks to offer you additional ways to connect with us. Using social networks is entirely optional. You can always access our information and communicate with us through alternative channels, for example via:

- <http://www.siemens-healthineers.com/at>
- <https://www.siemens-healthineers.com/at/news-and-events/anmeldeseite/ds-gvo>
- <https://www.siemens-healthineers.com/at/how-can-we-help-you>

When you visit our publicly available social media profiles, a range of data processing activities may be triggered.

Please note that you use social networks and their features at your own responsibility. This applies in particular to interactive functionalities such as commenting, sharing, or rating content.

Depending on the purpose of the data processing, responsibility for the processing of personal data within the meaning of Art. 4 (7) GDPR lies with different parties:

- **We are the controller** insofar as personal data is processed in connection with your use of our social media channels for our own purposes. This includes, in particular, the operation of our social media presence as well as the analysis of how the content provided there is used. This may involve processing user and interaction data generated in this context.
- **The respective social media service provider is the controller** insofar as personal data processed in connection with the use of our social media channels is processed for the provider's own purposes. This includes, for example, the technical and administrative operation of the respective online platform, as well as the storage and analysis of user data necessary to provide and operate their services.

The relevant service providers are:

Facebook/ Instagram:

Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

YouTube:

Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

X (formerly Twitter):

Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, Ireland

LinkedIn:

LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland

Reddit:

Reddit Netherlands B.V., Euro Business Center, Keizersgracht 62, 1015CS Amsterdam, Netherlands

- In some cases, **joint controllership** within the meaning of Article 26 (1) GDPR may apply, such as e.g. regarding the data evaluation for statistical purposes. For these cases we have concluded a joint controller agreement with the service provider in accordance with the legal requirements, which you can view here:

Meta: https://www.facebook.com/legal/terms/page_controller_addendum

LinkedIn: <https://legal.linkedin.com/pages-joint-controller-addendum>

Which personal data does Siemens Healthineers process?

If you subscribe to or follow our social media channels, the service provider will add your profile to the subscriber list of the respective social media channels. This list will be shared with us, and we will have access to your publicly available personal data, i.e. only information that you disclose about yourself in the public area of your profile. Depending on the social media channel, this can include e. g. your:

- **Contact and identification data**, such as name, email address, job role, company or institution, telephone number, work address, location, and other information you provide
- **Profile picture.**

Depending on the privacy settings of your user account with the respective service provider, the service providers may also use other information stored in your user account such as

- Information about your profile and your network such as contacts
- **Communication and correspondence data**, such as comments, forum posts, and participation in groups of interest, self-selected preferences, areas of interest
- **Feedback and survey data**, such as survey results or likes.

You can limit the sharing of profile data with third parties in the privacy settings of your respective user account. For more information about what information the respective service provider shares with us, please refer to your user account's privacy settings, terms of use and privacy notice of the service provider.

Our social media channels offer you the opportunity to react to, comment on, recommend and send us public and, where possible, private messages. We use your interaction and profile data to enable you to use our social media channels interactively and to communicate with you via our social media channels. Please note that your public interaction on our social media channels in connection with your username leads to a direct personal assignment and is also visible to other users of the social media channel.

As a rule, we have no influence on the interactive functionalities and visibility of your public interaction and profile data on our social media channels. Please carefully check what personal data you provide to us in connection with the use of our social media channels. Your health data may also be processed if you provide corresponding information about your health, e. g. in public comments or in private messages. Where we process such health data, we rely on your explicit consent under Article 9(2)(a) GDPR or, where you have manifestly made the data public, on Article 9(2)(e) GDPR. As a general rule, we recommend that you publish as little personal data as possible (especially in relation to your health) on our social media channels.

To statistically evaluate the use of our social media channels, we collect statistical data in aggregated form, which provides us with insights into the use of our social media channels and the interaction with the content provided there (so-called "Insights data"). We process Insights data exclusively for the statistical analysis of user behavior with the aim of learning more about the users of our social media channels and aligning our content with the needs and interests of our users in the best possible way. We do not have access to the underlying usage data. Insights data can therefore not be used to draw any conclusions about your person. It is therefore not possible for us to link this data to your user account.

For what purposes do Siemens Healthineers use my data?

Siemens Healthineers processes your personal data for the purpose of providing the social media channels and for evaluating the use of content offered there, including user and interaction data generated in the process, for the purpose of

- a) Presentation of the content we offer via our social media channels and to carry out marketing campaigns such as e. g. running advertising campaigns
- b) Interaction between us and users of our social media channels, such as by means of direct messages, commenting, recommending or sharing content, or responding to your inquiries or requests.
- c) Respond to your concerns
- d) Analyzing usage patterns and measuring the reach of our content offered on social media channels.

You are not obliged to provide us with your personal data. However, this may be necessary for individual functionalities of our profiles on social networks. These functionalities will not be available to you, or only to a limited extent, if you do not provide us with your personal data.

Which personal data is processed by social networks and for what purposes?

When you visit our profiles on social networks, your personal data will not only be collected, used, and stored by us, but also by the operators of the respective social network. This also happens if you do not have a profile on the respective social network or are not logged into it during your visit to our profile. We have no influence on the processing and further use of this data, as the respective provider of the social network alone determines the processing. To what extent, where and for how long the data is stored, to what extent the data is linked and evaluated and to whom the data is passed on, is determined by the respective social media provider. The individual data processing operations and their scope differ depending on the operator of the respective social network, and they cannot be described by us. For details on the collection and storage of your personal data as well as on the type, scope and purpose of their use by the operator of the respective social network, please refer to the privacy policy of the respective operator:

Facebook: https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0

Instagram: <https://help.instagram.com/155833707900388>

YouTube: <https://policies.google.com/privacy>

X (formerly Twitter): <https://x.com/en/privacy>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Reddit: <https://www.reddit.com/policies/privacy-policy>

You will also find information on how to exercise your data protection rights vis-à-vis the respective service provider and how to restrict the processing of your personal data.

Due to the existing agreements with the social network providers, it is recommended to request information and assert further data subject rights directly with the providers. Only the operators of the social network have access to the necessary information via the direct access possibilities, can take necessary measures and provide information directly. However, you can also send inquiries to us. We are ready to assist you at any time, as well as to fulfill our obligations as a controller.

Leveraging LinkedIn Lead Generation

As part of the acquisition of new customers, we use the Lead Gen service of LinkedIn.

With the use of the LinkedIn Lead Gen Forms service, we offer interested parties a function with which they can provide us with their e-mail address or other user information as a user of LinkedIn as part of the acquisition of new customers. We use this functionality to address interested parties in a more targeted manner. As part of our advertising activities, we also offer product information or white paper for download.

LinkedIn uses forms for lead generation, and other functions and content of the LinkedIn service can also be integrated. If you are a member of the LinkedIn platform, LinkedIn can link the access to the above-mentioned content and functions to the profiles of the users there.

You can find more information about LinkedIn's data protection and Lead Gen Ads here:

<https://www.linkedin.com/legal/privacy-policy> or

<https://business.linkedin.com/advertise/ads/sponsored-content/lead-gen-ads>.

Leveraging Reddit Lead Generation Advertising (Lead Gen Ads)

As part of the acquisition of new customers, we use the Lead Gen Ads service of Reddit.

With the use of the Reddit Lead Gen Ads Forms service, we offer interested parties a function with which they can provide us with their e-mail address or other user information as a user of Reddit

as part of the acquisition of new customers. We use this functionality to address interested parties in a more targeted manner. As part of our advertising activities, we also offer product information or white paper for download.

Reddit uses forms for lead generation, and other functions and content of the Reddit service can also be integrated. If you are a member of the Reddit platform, Reddit can link the access to the above-mentioned content and functions to the profiles of the users there.

You can find more information about Reddit's data protection and Lead Gen Ads here:
<https://www.reddit.com/policies/privacy-policy>

Use of Social Listening

We do so-called social listening. Social listening is the process of identifying and evaluating what is being said about a company, individual, product, or brand on publicly accessible websites and social media platforms. We only use social listening services for publicly available content.

We use social listening to:

- better understand how our products, services and corporate brands are perceived
- identify sentiments and market trends, as well as the needs of our customers or other stakeholders
- Improve our services and products.

To this end,

- keyword searches on publicly accessible websites and social media channels are performed
- conversation volume is analyzed when users interact with our brands or topics of within our industry
- conversation streams are searched, filtered, and analyzed
- publicly available opinions, statements, or other interactions on social media channels of certain individuals or organizations that are important to us and our company are monitored.

For this purpose, we use the providers Runtime Collective Limited (Brandwatch), Sovereign House, Church Street, 1st Floor, Brighton, BN1 1UJ, United Kingdom, among others. If you post information on publicly available websites or social media platforms (e.g., X/Twitter, Instagram, Facebook, etc.), Brandwatch may collect personal information about you. This is because Brandwatch operates a service that collects, analyzes, and feeds publicly available information from the Internet into a database, and provides us with access to its database and analytics features.

For details on the collection and storage of your personal data, as well as the nature, scope and purpose of its use by Brandwatch, please refer to Brandwatch's Privacy Policy: <https://www.brandwatch.com/legal/author-privacy-policy/>.

Integration of Google Maps

When you access certain parts of our website, additional personal data may be processed. Some online services allow you to display interactive maps via Google Maps. Google Maps is integrated only after you actively give your consent. If you consent, your personal data—such as your IP address, timestamps, browser information, and location data—will be transferred to Google LLC in the USA (1600 Amphitheatre Parkway, Mountain View, CA 94043). For more details on how Google processes your data, please see Google's Privacy Policy: <https://policies.google.com/privacy>. You can use our online services without enabling Google Maps, and you can disable Google Maps at any time in the relevant service.

Which legal basis does Siemens Healthineers rely on?

Depending on the purpose, we process your personal data based on:

- **Art. 6 (1) (a) GDPR (consent)**, where you have given your consent
- **Art. 6 (1) (b) GDPR (contract)**, where you comment on or share one of our posts, we may process your personal data where this is necessary to perform a contract with you or to take steps at your request before entering into a contract
- **Art. 6 (1) (c) GDPR (legal obligation)**, such as e.g. where we need to process your personal data included in the reports of unlawful activity that you submit
- **Art. 6 (1) (f) GDPR (legitimate interests)**, where this is necessary to respond to your inquiry, interact with you via our social media presence, provide information about us and our services, improve our social media presence, and communicate effectively with users. We may also process your data where this is necessary to establish, exercise, or defend legal claims. For these purposes, we process the data you provide directly to us and, where necessary, data that is publicly visible on the social media platform.

Processing of personal data for business operations, collaborations, contract management, security and compliance purposes

In the course of our business activities, we process personal data for various purposes. This includes business operations, collaborations, the management of contractual relationships, as well as ensuring security and compliance with legal requirements.

Which personal data does Siemens Healthineers process?

For the purposes above, Siemens Healthineers may process the following categories of personal data:

- **Contact and identification data**, such as name, email address, job role, company or institution, telephone number, work address, and other information you provide or that is publicly available (e.g. links to social media profiles)
- **Professional background and profile data**, such as CVs, publications, qualifications, career stage and role, memberships or involvement in professional societies, and attitudes or perceptions relating to Siemens Healthineers
- **Physical access and security data** such as photos on visitor badges
- **Financial, payment, compensation and payroll data** such as data required for payment processing and fraud prevention, such as credit or debit card numbers, security codes, and related payment or billing information used in web shops (e.g., sold-to and ship-to data)
- **Project- and contract-related information**, including data necessary for the performance of projects or contractual relationships, or information voluntarily provided by you
- **Communication and correspondence data**, such as ticket information and details about Siemens Healthineers equipment you use, content of emails, voice and video recordings, presentations, and transcripts
- **Information from third-party and public sources**, such as publicly available sources, integrity databases, credit agencies, and customer rating providers
- **Regulatory, compliance and screening data** such as publicly available information about relevant and significant litigation or other legal proceedings against Partners or Contacts, internal information relating to litigation or other legal proceedings against Partners or Contacts and internal documentation about non-compliance (e.g. if required for Business Partner compliance screenings).

For what purposes do Siemens Healthineers use my data?

While collaborating, Siemens Healthineers may process personal data for the following purposes:

- Ensuring access control and security on our premises
- Documenting our correspondence
- Planning, performing, and managing the (contractual) relationship, e.g., to process orders, perform service, to collect payments, for accounting and billing purposes, and to perform deliveries, maintenance activities or repairs
- Maintenance of your master data.storage of your personal information within the applicable systems, where it is integrated into your individual profile and support of the customer lifecycle such as onboarding, contact management, retention, and related sales activities
- Sending contractual documents
- Presenting professional background, expertise and qualifications of speakers and key opinion leaders in connection with events, conferences, webinars or similar professional formats
- Training purposes and quality assurance
- Maintaining and protecting the security of products, services, property, individuals and websites
- Preventing, and detecting security threats, fraud, or other criminal or malicious activities
- Ensuring compliance with legal obligations, Siemens Healthineers policies and industry standards (e.g. conducting compliance screenings to prevent e.g. white-collar, export control or money laundering crimes)
- Ensuring compliance with regulatory obligations and
- Solving disputes, enforcing our contractual agreements, and establishing, exercising, or defending legal claims.

Which legal basis does Siemens Healthineers rely on?

Depending on the purpose, we process your personal data based on:

- **Art. 6 (1) (a) GDPR (consent)**, where you have given your consent
- **Art. 6 (1) (b) GDPR (contract)**, where processing is necessary for the performance of a contract or to take steps prior to entering into a contract
- **Art. 6 (1) (c) GDPR (legal obligation)**, where processing is necessary for compliance with a legal obligation
- **Art. 6 (1) (f) GDPR (legitimate interests)**, to enable our business operations and security and compliance processes.

Links to other websites

Siemens Healthineers websites may contain links to third party websites or applications or payment service provider. If you access third party websites or applications through links on our websites, their own privacy notices apply. This Privacy Notice applies only to Siemens Healthineers websites. We do not control how third parties process personal data and encourage you to review their privacy notices. Third party websites may also use cookies or tracking technologies that are not operated or managed by Siemens Healthineers.

Mobile Apps

Siemens Healthineers offers various mobile applications that you can download to your mobile device ("Mobile Apps"). Some Mobile Apps have their own privacy notice, which can be viewed in the App Store before downloading and within the Mobile App itself.

Recipients and transfer of personal data

For the purposes described above, Siemens Healthineers may share personal data with the following recipients, where necessary:

- Siemens Healthineers companies may process personal data to support contractual or legal obligations and internal functions, such as customer service. If your data is collected by Siemens Healthineers AG at an international event (e.g. global trade fair) or via the global corporate website, it will be transferred to the local Siemens Healthineers company responsible for customer relationship management and marketing activities. That company acts as a controller for communication and customer support. The same applies when you sign up for communications or request to be contacted through the global website — your information will be shared with the relevant local Siemens Healthineers company. You can find a list of the local legal entities [here](#).
- Other third parties, e.g.,
 - business partners or (IT) service providers supporting Siemens Healthineers (e.g., hosting or IT maintenance, services for authentication, personalized communication, services to establish 3D and virtual reality environments or streaming and digital conferencing services)
 - event partners (e.g., conference agencies event management companies, registration service providers, catering service providers, technical service providers or payment service providers) involved in planning, organizing and/or implementing the event
 - accommodation or transportation partners
 - other participants, where needed for interaction within the same event
 - third parties involved in legal or regulatory matters, such as authorities, courts, arbitration bodies, attorneys, consultants, or in connection with corporate transactions
 - financial and insurance service providers
 - credit agencies and customer rating providers, PR and marketing agencies
 - social media service providers
 - third party vendors, consortium partners, or research entities that support our AI research and development activities.

The publication of personal data, photos and videos on publicly accessible platforms (e.g. Website and Social Media) may result in global accessibility and potential further processing by third parties.

Obligation to provide personal data

Providing your personal data is generally voluntary. However, where we need personal data to enter into or perform a contract, or where we are legally required to collect it, provision is necessary. Without such data we cannot conclude or perform the relevant contract or provide the relevant service. We indicate at the point of collection which information is required.

When will my data be deleted?

We retain your personal data only for as long as necessary for the purposes described in this Privacy Notice. We may retain personal data for a longer period where this is required to comply with applicable legal, regulatory, tax, or accounting obligations, or where necessary to establish, exercise, or defend legal claims.

User accounts and related data are generally retained for up to two years after your last activity, unless a longer retention period is required by law or is otherwise necessary. Where processing is based on your consent, we retain the relevant personal data until you withdraw your consent or until the relevant purpose has been fulfilled. We may then retain limited information, where necessary, to document the consent status, comply with legal retention requirements, or enforce or defend legal claims.

Where we process your personal data based on our legitimate interests, we retain the data only for as long as a continued interest in our products or services may reasonably be assumed, taking into account the nature and frequency of your interactions with us and other relevant circumstances. If you object to direct marketing, we will retain only the data necessary to respect your objection. We review this assessment on a regular basis and delete or anonymize personal data once the relevant legitimate interest no longer applies. If you object to the processing of your personal data for direct marketing purposes, we will retain only the information necessary to record and respect your objection in the future.

Photos and videos taken at events may be retained for a longer period and, where appropriate, archived permanently if they have historical or documentary value. Please note that once content has been published on social media, we may have limited influence over further processing by the social media provider or by third parties who access, share, or reuse the content.

Please note that information published on the internet may be accessible worldwide and may continue to be available from other sources, including search engines and web archives, even after it has been removed from the original website. We have no control over and are not responsible for the retention practices of such third parties.

Information on the retention periods for cookies and similar technologies is available in our [Cookie Notice](#).

International Data Transfer

Siemens Healthineers operates globally. For the purposes described in this Privacy Notice, personal data may be transferred within the Siemens Healthineers group and to external recipients in third countries outside the European Union (EU) and the European Economic Area (EEA). These recipients are located in particular in the United States, the United Kingdom, Switzerland, the People's Republic of China and India; a complete and up-to-date list of the third countries concerned is available on request at dataprivacy.func@siemens-healthineers.com. As a result, personal data may be processed or stored outside the country in which it was originally collected.

For certain third countries, the European Commission has issued an adequacy decision under Article 45 GDPR; in those cases the transfer is based on that decision. Where no adequacy decision exists for a third country, which applies in particular to the People's Republic of China and India, Siemens Healthineers bases the transfer on appropriate safeguards under Article 46 GDPR, namely the EU Standard Contractual Clauses together with supplementary intra-group data transfer agreements. Before such a transfer, Siemens Healthineers carries out a transfer impact assessment and, where necessary, supplements the Standard Contractual Clauses with additional technical and organizational measures such as pseudonymization, encryption and access restrictions. Please note that in certain third countries, in particular the People's Republic of China and India, public authorities may access personal data under applicable local law, and that the level of data protection, oversight and available legal remedies may differ from that within the EEA.

For transfers governed by the data protection law of the United Kingdom, we supplement the EU Standard Contractual Clauses with the International Data Transfer Addendum issued by the Information Commissioner's Office (UK Addendum). For transfers governed by Swiss data protection law, the EU Standard Contractual Clauses apply with the amendments recognized by the Swiss Federal Data Protection and Information Commissioner (FDPIC) (Swiss Addendum).

You may request a copy of the appropriate safeguards used, including the Standard Contractual Clauses and the UK and Swiss Addenda, from the Siemens Healthineers Data Privacy Organization at dataprivacy.func@siemens-healthineers.com.

Your rights

Under the GDPR, you have certain rights in relation to your personal data. Subject to the applicable legal requirements (under the GDPR or other applicable laws), you may:

- request confirmation as to whether Siemens Healthineers processes your personal data and, if so, obtain access to that data and related information
- request the correction of inaccurate personal data
- request the deletion of your personal data
- request the restriction of the processing of your personal data
- request a copy of the personal data you have provided to Siemens Healthineers or ask that it be transferred to another recipient
- object to the processing of your personal data on grounds relating to your particular situation, where the processing is based on legitimate interests
- object at any time to the processing of your personal data for direct marketing purposes.

If you have provided consent for the processing of your personal data, you may withdraw that consent at any time with effect for the future. Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

Where Siemens Healthineers relies on legitimate interests as the legal basis for processing, those interests have been balanced against your rights and freedoms. You may request further information regarding this balancing of interests from the Siemens Healthineers Data Privacy organization.

Data Protection Officer, Siemens Healthineers Data Privacy Organization, Contact

The Siemens Healthineers Data Protection Officer and the Siemens Healthineers data privacy organization provide support with any data privacy related questions, comments, concerns, or complaints or in case you wish to exercise any of your data privacy related rights. They can be contacted at dataprivacy.func@siemens-healthineers.com.

The Siemens Healthineers Data Protection Officer and the Siemens Healthineers data privacy organization will make every effort to address and resolve any inquiries or complaints brought to their attention. In addition, you have the right to lodge a complaint with a competent supervisory authority, in particular in the Member State of your habitual residence, place of work, or place of the alleged infringement. The competent lead supervisory authority for Siemens Healthineers is the Bavarian Data Protection Authority (BayLDA), Promenade 18, 91522 Ansbach, Germany, www.la.bayern.de/en/index/html.

The list and contact details of the EU national supervisory authorities is available [here](#).

Changes to our Privacy Notices

We review this Privacy Notice regularly to ensure that it remains accurate and up to date. We may update it from time to time. We will inform you of material changes, in particular those affecting processing based on your consent, by appropriate means before the change takes effect. The date of the most recent revision is shown at the beginning of this Privacy Notice. We encourage you to review this Privacy Notice periodically for any changes.